



TRANSFORMING CULTURE CONSULTANTS

## ***DEI Checklist***

It's important to understand that creating an empowered and inclusive workplace culture takes time and is part of an ongoing process, both for the organization and for individual workers. Management needs to commit to developing awareness, policies, and processes that foster inclusion and then sustain the work of management and employee understanding of power dynamics, privilege, and diversity.

Consider getting written commitments from leadership to implement and support DEI efforts.

As part of this process, be sure to define "diversity" and "inclusion" clearly - an organization can be diverse without being inclusive. For real organizational change, companies need to commit to and build an inclusive workplace culture.



According to McKinsey & Company, there are strong links between DEI and innovation, financial performance, and employee satisfaction (<https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters>).

And in today's distributed workforce, DEI might look different than it did three years ago. Real inclusion seeks and respects diverse perspectives and means that employees feel respected and valued. Creating an empowered, diverse, equitable and inclusive culture takes time - **but it's worth it.**

## **ASSESS**

- If you've not already done so, conduct an analysis of your current workplace demographics that includes age; race; ethnicity; disability status; sexual identity, orientation, and expression; veteran status; gender; gender orientation; location; education; socioeconomic status; and justice involvement status as part of a DEI SWOT analysis

## **DEVELOP**

- Implement DEI SWOT analysis to develop DEI benchmarks and accountability measures that are SMART (specific, measurable, action-oriented, relevant, and timely)
- Evaluate hiring, performance review and promotion, and retention policies that support DEI efforts
- Create and then commit to a DEI Values Statement for the organization. A Values Statement represents what your company stands for and what others can expect from it. Ask employees to sign it, include it in job notifications, and make it central to your public presence
- Create and then commit to and resource a DEI action plan with SMART outcomes and objectives
- Create and then support a DEI taskforce

## **DEVELOP (CONT.)**

- Develop strong anti-bullying and sexual harassment policies and include them in the employee handbook; review annually and share with job candidates as part of the interview process
- Develop and then adhere to a whistle-blower policy that all employees know about and understand

## **IMPLEMENT (FOR HIRING)**

- Create and communicate clear and objective guidelines for all hires
- Remove bias from job descriptions and hiring notifications
- Use inclusive language in job descriptions (for instance, avoid gender-specific pronouns and gender-coded adjectives like “competitive” and “assertive,” which can discourage women from applying)
- Make resume screening objective to eliminate unconscious bias in the hiring process. Data shows that gender and ethnicity of names have an impact on resume screening

## IMPLEMENT (CONT.)

- Require implicit bias trainings for all hiring teams. Though there is some skepticism about implicit bias trainings – for instance, that they might evoke defensiveness – a meta-analysis showed that implicit bias trainings can be effective, depending on content, extent of training, and company commitment to DEI (see Emerson, <https://hbr.org/2017/04/dont-give-up-on-unconscious-bias-training-make-it-better>)
- Ask all candidates the same questions
- Create a diverse interview panel
- Expand hiring sources and job boards to attract diverse candidates (for instance, [DiversityJobs.com](https://www.diversityjobs.com); [LGBTjobsite.com](https://www.lgbtjobsite.com); [BlackCareers.org](https://www.blackcareers.org); [PinkJobs.com](https://www.pinkjobs.com); [Powertofly.com](https://www.powertofly.com); [Workforce50.com](https://www.workforce50.com); [AbilityLinks.org](https://www.abilitylinks.org); [RecruitDisability.org](https://www.recruitdisability.org))

## For employee evaluations and promotions

- Establish clear, objective, and measurable criteria for promotion
- Conduct performance reviews of all employees at regular intervals that are communicated clearly
- Establish clear, objective and measurable remediation policies and protocols

## **For employee evaluations and promotions**

- Acknowledge managers who value and promote diversity, equity and inclusion
- Provide training to managers on DEI issues to address and counteract implicit bias in evaluations. According to a recent Gallup panel study of managers, managers who strongly agree that their workplace is committed to improving equity are over 3x more likely to say that they're prepared for conversations about DEI than managers who do not <https://news.gallup.com/poll/329282/managers-not-fully-prepared-talk-race.aspx>
- Give managers time to complete evaluations that are thorough, clear and objective
- Hold managers accountable for supporting and enforcing DEI initiatives

## **For an inclusive workplace culture**

- Conduct regular DEI trainings that address a wide range of issues (for instance, managing implicit bias; structural privilege; sizeism; ableism; ageism; respectful communication; managing difficult conversations; and bystander advocacy). Research shows the trainings and workshops succeed when they are interactive, detailed, behavior-based and action-oriented

## **For an inclusive workplace culture**

- Partner when possible with diversity-focused organizations that can help you develop networking opportunities and resources which support DEI efforts
- Support flexible work policies that support caregivers (often women) to support gender equity
- Solicit employee input and use consistent processes for team decisions to ensure that all voices are heard
- Diversify your teams to support multiple perspectives and foster relationships across difference
- Create a communication system to keep leadership, employees, and stakeholders “in the loop” regarding DEI initiatives, policy development, challenges, and successes
- Develop a mechanism for employee feedback and input and then act on their suggestions/recognize their concerns
- Create a budget that supports DEI efforts. A budget is an ethical document; resource the work it takes to create an empowered and inclusive workplace culture

## For an inclusive workplace culture

- Make diversity, equity and inclusion a team effort. Don't rely on marginalized or minority employees to do this work. A report published by Deloitte University Press shows that employee beliefs and perceptions about DEI are informed by how senior leaders and managers behave, and by a strategic and longitudinal commitment to DEI (<https://www2.deloitte.com/content/dam/Deloitte/au/Documents/human-capital/deloitte-au-hc-six-signature-traits-inclusive-leadership-020516.pdf>)
- Sustain an empowered and inclusive workplace culture by making it front and center – share success stories and communicate your commitment clearly when onboarding new hires. Lever, a talent acquisition suite, completed a survey in 2021 that shows that “Nearly all (97 percent) employers report they have introduced new inclusion measures in the past year, but a quarter (24 percent) of employees believe their employer has not introduced any new measures” (<https://www.inc.com/marcel-schwantes/study-what-companies-are-doing-and-not-doing-to-make-workplace-more-diverse.html>)

Need help creating or updating your DEI plan? We are excited to support you. Contact us at [www.transformingcultureconsultants.com](http://www.transformingcultureconsultants.com)