

DEVELOPING YOUR DEIB STRATEGIC PLAN CHECKLIST

Building a Culture of Belonging for Strategic Talent Management

A strategic diversity, equity, inclusion and belonging (DEIB) strategic plan can help an organization make the most of its diversity by creating an inclusive, equitable and sustainable culture and work environment. In other words, become an Employer of Choice. When developing a plan, the following essential action steps components should be aligned to work with an organization's strategic talent management and overall business strategy.

- ✓ **Business Case for DEIB.** A successful strategic DEIB strategic plan is one that is relevant to an organization's mission, vision, and business objectives. All key stakeholders must understand and articulate the business case for DEIB for your industry and organization.
- ✓ **Overcome DEIB Pushback.** Pushback on DEIB progress ignores the business case and proven benefits. Recent political rhetoric and legal decisions have cast doubt on the value of DEIB initiatives. Overcoming resistance to DEIB involves education and communication, often provided by external DEIB experts. It's important to clearly articulate the benefits of DEIB, not just for marginalized groups, but for the organization as a whole. This includes highlighting how DEIB initiatives drive innovation, employee engagement and business success.
- ✓ **Commitment from the Top.** Those who will eventually approve and sponsor the plan must be committed and aligned behind the DEIB strategic plan. This commitment and alignment includes the CEO, C-level executive team, and their key direct reports and often requires executive education.
- ✓ **Vision, Mission, and Strategy.** This is the "where, what and how" of how a DEIB strategic plan aligns with an organization's overall business strategy. Any large change initiative that is not grounded by a clear vision, mission and strategy is likely to lose focus.
- ✓ **DEIB Strategic Talent Management.** Assessing the talent life cycle through the lens of DEIB (Attraction & Recruitment, Interviewing & Selection, Communication & Engagement, Performance, Learning & Development, and Career Development & Succession Planning) is a huge objective for a successful DEIB strategic plan.
- ✓ **Marketing, Advertising and Branding.** Many organizations have discovered that having a DEIB strategic plan and a belonging workplace culture can be used as differentiators in the marketplace as both an attractive business partner and as an Employer of Choice creating a competitive advantage.
- ✓ **Corporate Social Responsibility.** Corporate social responsibility (CSR) and DEIB can be thought of as overlapping circles, the two functions share many of the same goals, and oftentimes one activity or effort will meet the needs of both functions.
- ✓ **Customer/Member Experience.** This is the experience internal and external customers have when they enter a place of business or interact with employees, products, or services.
- ✓ **Supplier/Vendor Diversity.** An integral part of any organization's DE&I program is to ensure that it promotes DE&I outside of the company by doing business with a variety of suppliers and vendors.
- ✓ **Measurement and Accountability.** This refers to the tools used to determine if DEIB efforts have achieved the desired results, and if not, who will be responsible for correcting the methodology so those desired results can be achieved.

Want help with these Action Steps To Become an Employer of Choice? This is what Inclusive Leadership Group does!

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