HMD 320 Section 1001

Managing Workplace Diversity & Inclusion

**TEN ELEMENTS OF STRATEGIC DIVERSITY PLAN**

**Excerpts from SOCIETY OF HUMAN RESOURCES MANAGEMENT**

*A strategic diversity management plan can help an organization make the most of its diverse employees, customers and vendors by creating an inclusive and sustainable culture. It guides the organization by communicating its vision for diversity, and an execution plan for building, monitoring, and measuring success.*

1. **COMMITMENT FROM THE TOP**-The people who will carry out the strategic diversity plan must have the support and active involvement of the CEO, Board of Directors, Executive Team, or Chief Diversity Officer (or some combination of these parties). It is often the CEO that sets the tone for diversity in the company and leads by example for all to follow.
2. **MISSION, VISION & VALUES**-What the company stands for in its business sector and to its employees. What does the company want to be known for? What is its reputation? What sets it apart? What is its vision for the long-term future as it serves its customers and develops its employees?
3. **RECRUITMENT-**This refers to the organization’s desire and ability to attract individuals with a collective mix of similarities and differences. These include not only race, religion, age, gender, ethnicity, military status, LGBT, but also differences in experience, values, and beliefs. Do they provide internships and recruit from diverse universities?
4. **RETENTION-**How good is the organization at retaining employees? Does it believe in development and promotion from within? What does it do to ensure employees are engaged and actively involved in the organization’s success? How does the company use diversity and inclusion to retain employees so they don’t want to leave and work elsewhere?
5. **ONBOARDING, TRAINING & DEVELOPMENT-** How does the organization welcome and educate new team members? Is company culture clearly communicated, and is everyone made to feel like a valuable contributor? Are there training and mentoring opportunities for everyone to advance? Does the organization offer development beyond specific job-related skills (such as management techniques, executive leadership, public speaking)?
6. **MARKETING, ADVERTISING, AND BRANDING-** Does the organization communicate that it values diversity and inclusion publicly? Is it part of its Mission and Vision? Is it evident from website, taglines, logos, collateral materials, speeches by senior leadership, participation in conferences?
7. **CORPORATE SOCIAL RESPONSIBILITY (CSR)**- This refers to an organization’s ethical and socially responsible business behavior. Do they promote environmentally friendly practices? Do they provide volunteers, supplies, or funds to support community causes? Are they aligned with the needs of the communities where they do business and draw its customer base? Do they fund scholarships for diverse students?
8. **VENDOR AND SUPPLIER DIVERSITY-D**oes the company value diversity outside the organization as much as within? Do they actively seek minority and diverse business partners that reflect its employee and customer bases?
9. **CUSTOMER OR MEMBER EXPERIENCE-** What is the experience customers, members or partners have when they interact with the company’s employees, products and services? Is it welcoming and inclusive? Can a customer tell if this organization values diversity, and would this promote long-term loyalty?
10. **MEASUREMENT AND ACCOUNTABILITY-**Has the organization established measurable outcomes of diversity? How, and how frequently are they monitoring progress? Who is accountable for correcting results, and what are the consequences of not achieving diversity performance standards?