


Building Your DEI Program from the Ground Up & Helping Your Members in the Process

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Learning Objectives

- 1 Define and discuss Diversity, Equity, and Inclusion.
- 2 Distinguish the difference between equity and equality.
- 3 Discuss what MRA has done to build our internal DEI plan.
- 4 Share how MRA is providing DEI programming and services to our members.

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When poll is active, respond at pollev.com/mraconferences250
Text **MRACONFERENCES250** to **22333** once to join

Give your organization a grade in terms of its diversity, equity and inclusion efforts internally (towards employees).

A
B
C
D
F

Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

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When poll is active, respond at pollev.com/mraconferences250
Text **MRACONFERENCES250** to **22333** once to join

Give your organization a grade in terms of its diversity, equity and inclusion efforts externally (services you provide to members/the community at large).

A
B
C
D
F

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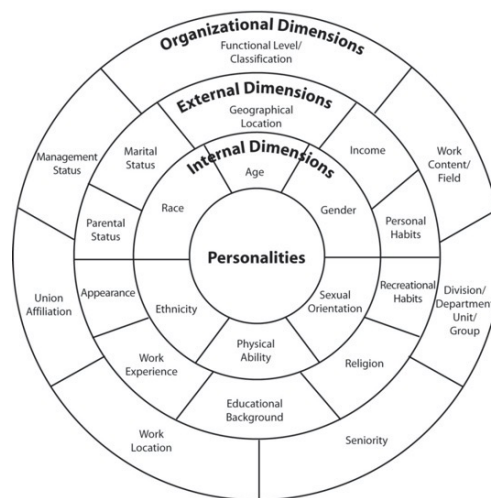
What is Diversity?



- Any dimension that can be used to differentiate groups and people from one another.
 - It's about empowering people by respecting and appreciating what makes them different, in terms of age, gender, ethnicity, religion, disability, sexual orientation, education, and national origin.
- Source: Global Diversity Practice

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Four Layers of Differences



Gardenswartz and Rowe (2003)

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What is Equity?



Equity seeks to ensure equality of opportunity, and fairness in access to information and resources for all.

- Only possible in an environment built on respect and dignity.

Source: Ford Foundation

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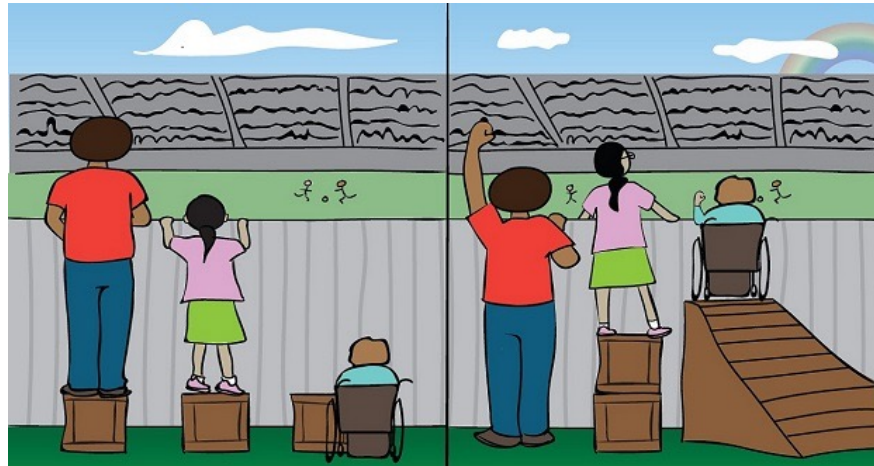
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Equality vs. Equity



Source: The Inclusion Solution

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What is Inclusion?



- Organizational effort and practices in which individuals with different backgrounds are **accepted and welcomed**
- Sense of belonging—Inclusive cultures make people feel respected and valued for who they are as individuals

Source: Global Diversity Practice

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Putting It Together



Diversity—is everyone being invited to the party
Equity—is everyone contributing to the playlist
Inclusion—is being invited to dance...AND to feel comfortable dancing in any way you feel like dancing in a way that's safe for all

Adapted from Vernā Myers, Activist and Influencer and Robert Sellers, CDO of University of Michigan)

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Why Are Current Efforts Not Working?



33% of employees know of any diversity initiatives where they work

57% think their companies should be more diverse

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What Are We Hearing From Our Members?



DEI Hot Topics Survey June 2022

- 9% of respondents embedding DEI in their culture and 14% having formal initiatives in place with 18% planning to start within the next 12 months
- 42% haven't started their DEI journey

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What Are We Hearing From Our Members?



• Drivers for DEI Organizational Efforts

- HR team/Senior Leadership is vested in building a diverse, equitable and inclusive culture (19%)
- Focused efforts to build an inclusive culture (15%)
- Addressing the challenges of recruiting/retaining diverse talent (13%)

• Top three DEI Initiatives Members implemented in the last 12 months

- Establishing regular meetings for the DEI team to enhance DEI initiatives and programs (14%)
- Offering training on DEI topics for all employees (14%)
- Establishing metrics around hiring employees from diverse backgrounds (12%)

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What Are We Hearing From Our Members?



- **Program development and training**
 - When building a DEI program, the majority (39%) of organizations have turned to a DEI consultant to help implement and develop a long-term strategy.
 - Top trainings
 - Supervisors: effects of discrimination and bias in the workplace (38%) and unconscious bias (28%)
 - Employees: creating a respectful workplace (36%) and unconscious bias training (26%)
- **Top challenges**
 - Finding resources to build a program (19%) and engaging employees (17%). To overcome these challenges, 30 percent of organizations use training

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Diversity, Equity, and Inclusion Council



- **Activate Diversity**
 - Identify D&I barriers that affect recruitment, retention, training and advancement
- **Elevate Equity**
 - Create opportunities for employees to connect to learn, enhance their knowledge of DEI and celebrate their differences.
- **Lead Inclusively**
 - Provide leaders with coaching and group training to broaden their perspective and equip them with tools to become more inclusive leaders.

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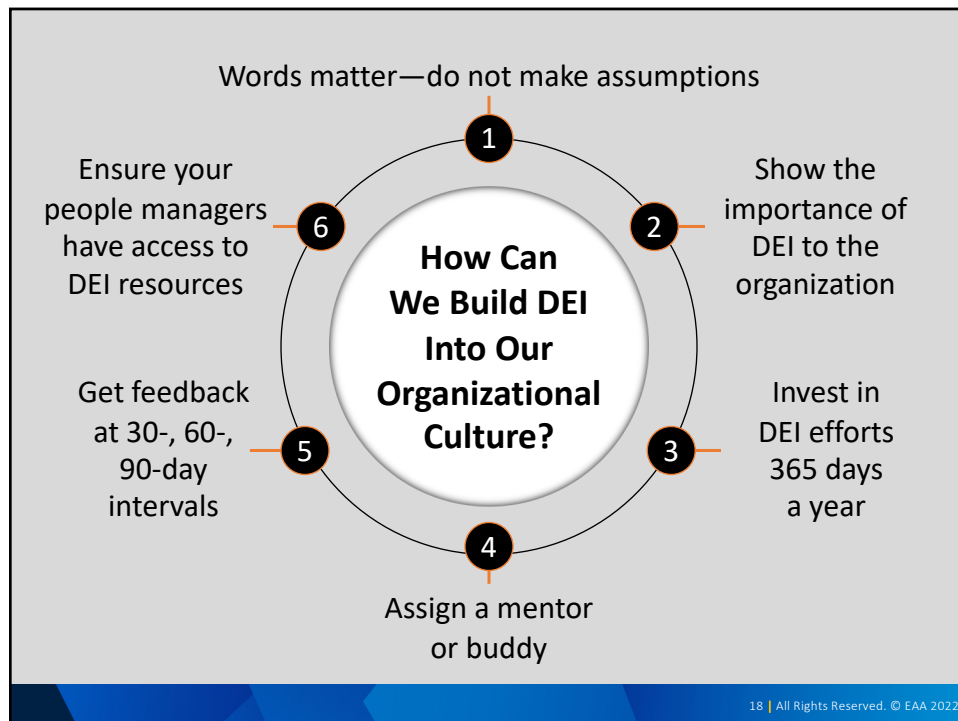
iLEAD Employee Resource Group



Purpose: MRA’s DEI Employee Resource Group focuses on diversity education, communication, employee support, and coordination of volunteer opportunities.


- Create a safe space for employees to share ideas to help build a culture of inclusion at MRA.
- Provide educational activities for MRA employees to enhance their knowledge and understanding of DEI.
- Coordinate annual community service volunteer events with organizations representing diverse constituencies.

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Consider Engagement By Role and Department




- Executive Team**
 - Mentoring and Reverse Mentoring, Sponsoring ERG/BRGs
- People Managers**
 - Recruitment, Retention, Professional Development, Cultural Competence Coaching
- Legal/Compliance**
 - Policies, Fielding claims
- Communications**
 - Telling diverse stories, Marketing Imagery, social media outreach
- Sales**
 - Client referrals, testimonials

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Member DEI Programs & Services



- Resources
- Events
- Assessments
- Coaching
- Consulting
- Audits
- Trainings

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Key Takeaways



- ✓ Diversity, equity and inclusion benefit your EAA.
- ✓ DEI must be woven through the fabric of your organization.
- ✓ Growth on the DEI journey happens when there is intentional commitment to the process—you must move from talk into action.
- ✓ Members are in need of DEI help—listen to their needs and pull together a group of SMEs with experience in this space to serve them.

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Questions?



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Thank You!

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