

QUICK TIPS TO GET STARTED WITH DEI ACROSS MARKETS



1 SURROUND YOURSELF WITH ALLIES

It is equally as important to onboard senior management as well as taking the whole organisation with you on your journey. Identify leaders at C-Suite level who truly believe in the DEI agenda and will support you, as well as local champions who will help you with execution. And ensure you onboard as many executives/employees as possible as you roll out initiatives.

2 DIVERSITY MAPPING: ESTABLISH WHERE YOU'RE AT

Ensure you start by establishing what is really happening in the organisation and what employees are after/ have been struggling with. Benchmarks, surveys and diversity mapping are absolutely critical to know where you're at and what you should aim for.

3 MEASURE AND REASSESS

Set KPIs to work towards achieving targets. Remember these KPIs may be different across markets and acknowledge that change takes time. Rushing to get results will often compromise your efforts and send the wrong message to the teams. You are here to implement change for good and this is a long-term game

4 UNDERSTAND WHERE THEY ARE COMING FROM

When it comes to DEI, the 'one size fits all' approach is a recipe for disaster. What seems like the right thing to do in the Western world might not apply in many other countries, so be sure to gain meaningful insight from research into local culture and customs. This is vital to understand how to challenge the status quo and help progress without upsetting cultural norms and values that have been in place for centuries.

5 ANCHOR YOUR DEI FRAMEWORK TO YOUR VALUE PROPOSITION

Authenticity is key to success. The only way to demonstrate that your DEI mission is genuine is by clearly linking it to your brand/ corporate mission and showing how you're in for the long term through tangible objectives and milestones.

6 DEMONSTRATE THE VALUE THIS WILL BRING TO THE BUSINESS: MAKE A BUSINESS CASE FOR IT

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