

# DIVERSITY EQUITY INCLUSION

## RESOURCE GUIDE



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Foundation  
Building

Commitment  
from the Top

Recruitment &  
Hiring

Employee  
Retention

Marketing &  
Advertising

Supplier &  
Vendor Diversity

& MORE



GREATER AKRON CHAMBER

## FOUNDATION BUILDING AND UNDERSTANDING

Prioritizing diversity, equity, and inclusion (DEI) efforts as a business strategy is core to its successful implementation. A key first step for any organization is to take time for education and understanding of the history behind diversity, equity, and inclusion. Resources to support constructive conversation, use of deliberate language, assessment tools, and more are provided below.

1.

Why and How to Prioritize DEI at Your Organization

2.

Social Justice Phrase Guide

3.

Multicultural Organizational Development Tool

4.

Diversity, Equity, and Inclusion in the Workplace | Tips for Starting a DEI Committee

5.

Diversity and Inclusion Through Conversation

6.

Economic Case for Inclusion- Creating a New Narrative for Greater Akron



## COMMITMENT FROM THE TOP

Those who will eventually implement your DEI plan must have the backing and active involvement of the organization's leadership, including the CEO, board of directors, executive team, etc. Learn how your different leaders in your organization can actively incorporate DEI into their role.

1.

How Business Leaders Can Build a More Equitable Workforce

2.

Driving Diversity and Inclusion—the Role for Chairs and CEOs

## RECRUITMENT & HIRING

It is essential that companies actively recruit and hire individuals with a mixture of differences that include individual characteristics, values and beliefs, and experiences and backgrounds. The resources below provide strategies for recruiting and hiring more diverse talent.

1.

3 Inclusive Hiring Strategies to Diversify Your Workforce

2.

A Data-Driven Approach to Hiring More Diverse Talent

## EMPLOYEE RETENTION

Too often, leaders focus diversity and inclusion efforts disproportionately on the employee pipeline, but the employee experience continues far beyond an offer letter. If you want access to minority executives, look inward. Focus on retaining and nurturing the minority talent you currently have in your organization.

1.

Five Employee Retention Strategies for a Diverse Workforce



## MARKETING, ADVERTISING, & BRANDING

Diversity, inclusion, and inclusion are increasingly becoming more important to the customers you serve, even more so when they or someone in their circle is a part of a diverse group. Below is a resource that describes why consumers are seeing this as a demand and how to better incorporate inclusion in your marketing.

1.

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Data Shows Consumers Want Diversity in Marketing—Why Many Brands Struggle to Get It Right and How To Fix

## SUPPLIER & VENDOR DIVERSITY

Aside from these moral and ethical arguments, there are sound economic reasons for creating a supplier diversity program. An inclusive procurement strategy widens the pool of potential suppliers and promotes competition in the supply base, which can improve product quality and drive down costs. In the resource below, you will learn more about what supplier diversity is, the benefits of implementing a supplier diversity program, and the characteristics of a strong program.

1.

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Why You Need a Supplier-Diversity Program

2.

\_\_\_\_\_

The 7 Main Characteristics of a Supplier Diversity Program



## MEASUREMENT & ACCOUNTABILITY

One of the most important steps in this work is determining if your DEI efforts have achieved the desired results, and if not, adjusting your strategies so those desired results can be achieved. This should be done by setting goals and metrics and measuring your outcomes frequently. There is no one size fits all to this process, goals and metrics need to be set to meet the needs of your specific organization. The resources listed below are to help guide you in that process.

1.

Measuring Diversity and Inclusion

2.

Supplier Diversity Tracking, Metrics, and Reporting



## Contact

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