



# DIVERSITY, EQUITY, AND INCLUSION (DEI) Strategy Road Map

## Step 1: ASSESS YOUR DEI STARTING POINT

**Inclusion Data** *(Employee engagement question data, pulse survey data, etc.)*

**Diversity Representation Data** *(Dimensions of diversity beyond race and gender, broken down by departments and leaders)*

## Step 2: DEVELOP YOUR DEI PURPOSE & VISION

**Purpose Statement** *(What DEI means and why it matters)*

**Vision Statement** *(What does DEI success look like)*

# DIVERSITY, EQUITY, AND INCLUSION (DEI) STRATEGY ROAD MAP *(Cont.)*

## Step 3: SET GOALS TO IMPROVE DEI

Identify 3-5 SMART Goals *(Specific, measurable, aspirational, relevant and time-bound)*

## Step 4: PRIORITIZE DEI INITIATIVES

Identify 3 Focus Areas *(Communications, education, community engagement, etc.)*

## Step 5: BUILD A DEI ACCOUNTABILITY PLAN

Owners for Each Focus Area

Action Plans for Each Focus Area



*Interested in learning more about DEI for your organization?*

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