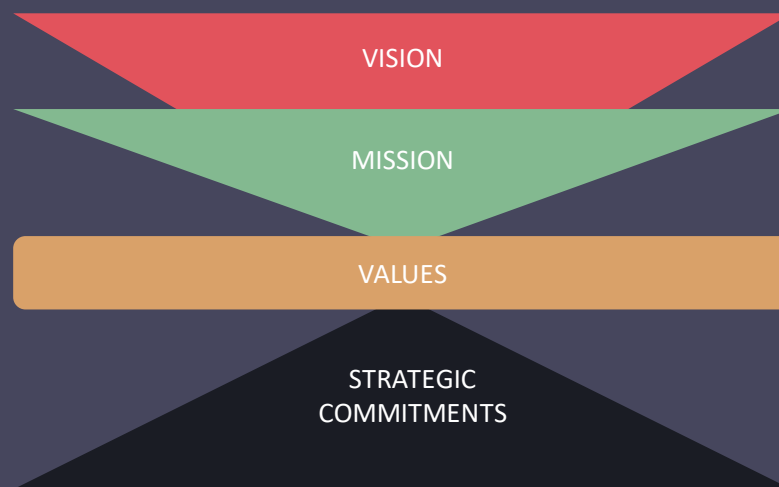


STRATEGIC PLAN



Diversity & Inclusion Strategic Plan Workbook

OVERVIEW

BRIDGING THE CURRENT STATE/FUTURE STATE GAP

The organization's current state/gap as it relates to a culture of diversity and inclusion.

PURPOSE

Explains the reason for developing a Diversity and Inclusion Strategic Plan

OVERVIEW

VISION

What is the desired state of your organization's culture as it relates to diversity and inclusion?

VALUES

Standards guiding the organization's conduct to achieve the vision.

STRATEGIC COMMITMENTS

The “focus” or “goals” holding your organization accountable for making progress.

1

2

3

4

ROLES AND RESPONSIBILITIES

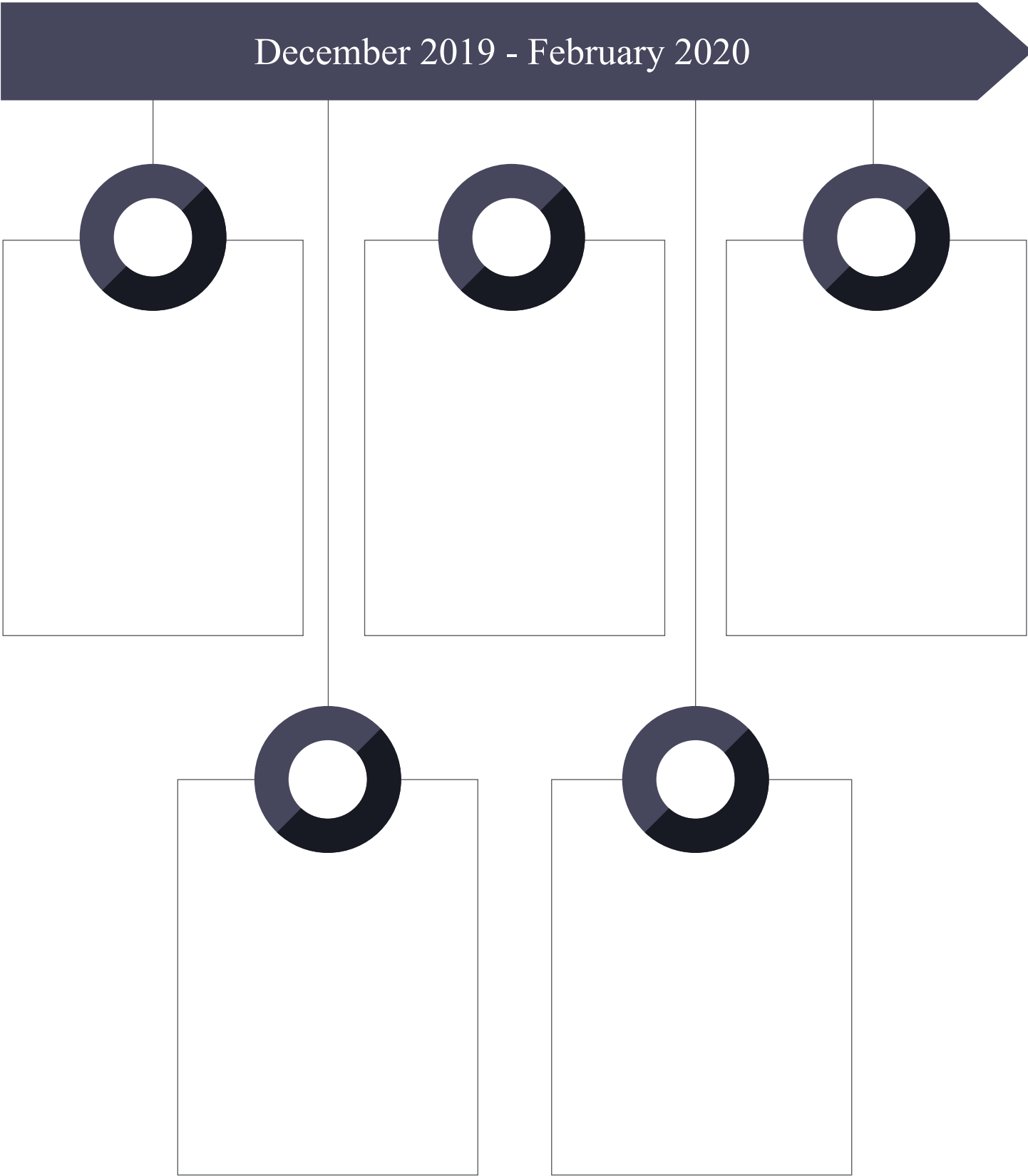
Everyone has a responsibility for contributing to a culture that supports and values diversity and inclusion. Identify leadership, committees, and their functions.

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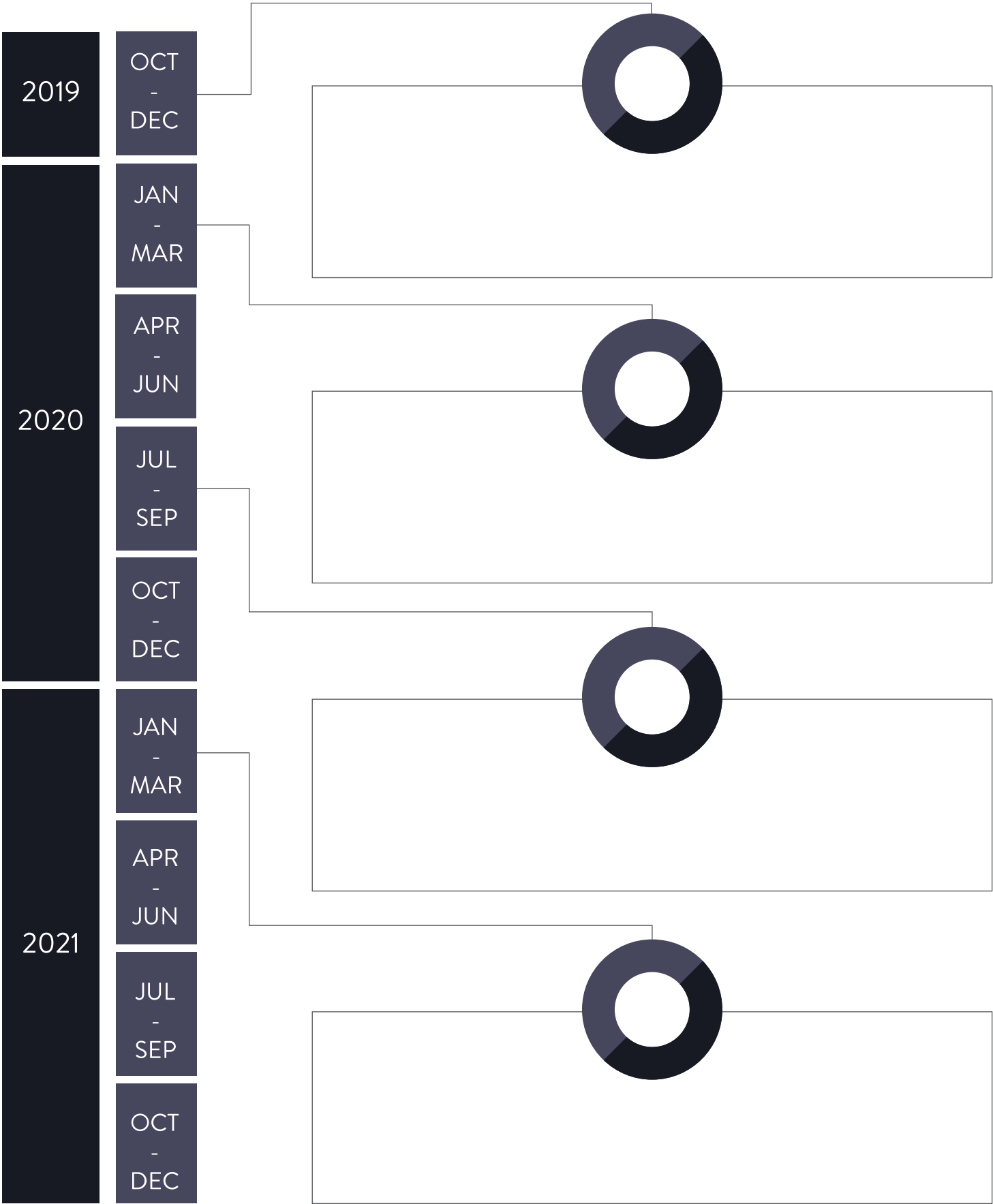
COMMUNICATION & MARKETING

AUDIENCE	KEY MESSAGES	COMMUNICATION CHANNEL
Employees	Diversity & inclusion strategy, programs, events, training, volunteering, success stories, key data on diversity progress, key days of significance	Direct emails Newsletters Intranet Education
Potential Employees	Diversity & inclusion vision, specific objectives, employee reference groups, awards/recognition, policies, CEO testimonial/ commitment	Industry blogs Recruitment websites Business' website Recruiters External publications
Customers and Shareholders	Diversity & inclusion vision, awards/recognition, data on diversity progress	Business' website Annual report External publications

90-DAY LAUNCH PLAN



TIMELINE - STRATEGIC PLAN



COMPREHENSIVE 90-DAY PLAN

STRATEGIC COMMITMENTS	ACTIONS	ACCOUNTABILITY	TIMELINE	MEASURING SUCCESS