

THE DEI BLUEPRINT: STRUCTURING YOUR DEI STRATEGY FOR SUCCESS



What's In Your Toolbox?

Maximizing Resources for DEI Work



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Maximizing Resources for DEI Work

#

she / her / ella

Scarlett Abraham Clarke

Vice President and Chief Diversity,
Equity and Inclusion Officer,
Commonwealth Financial Network

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."



#

she / her

Elizabeth Chandler

CEO and President, YW Boston

"Have lived in other parts of the country and the world yet
nothing beats the fall in New England."



Session Outcomes

New ideas to
leverage your
resources

Comfort in
knowing that
you're not
alone

Connection to
others doing
the work

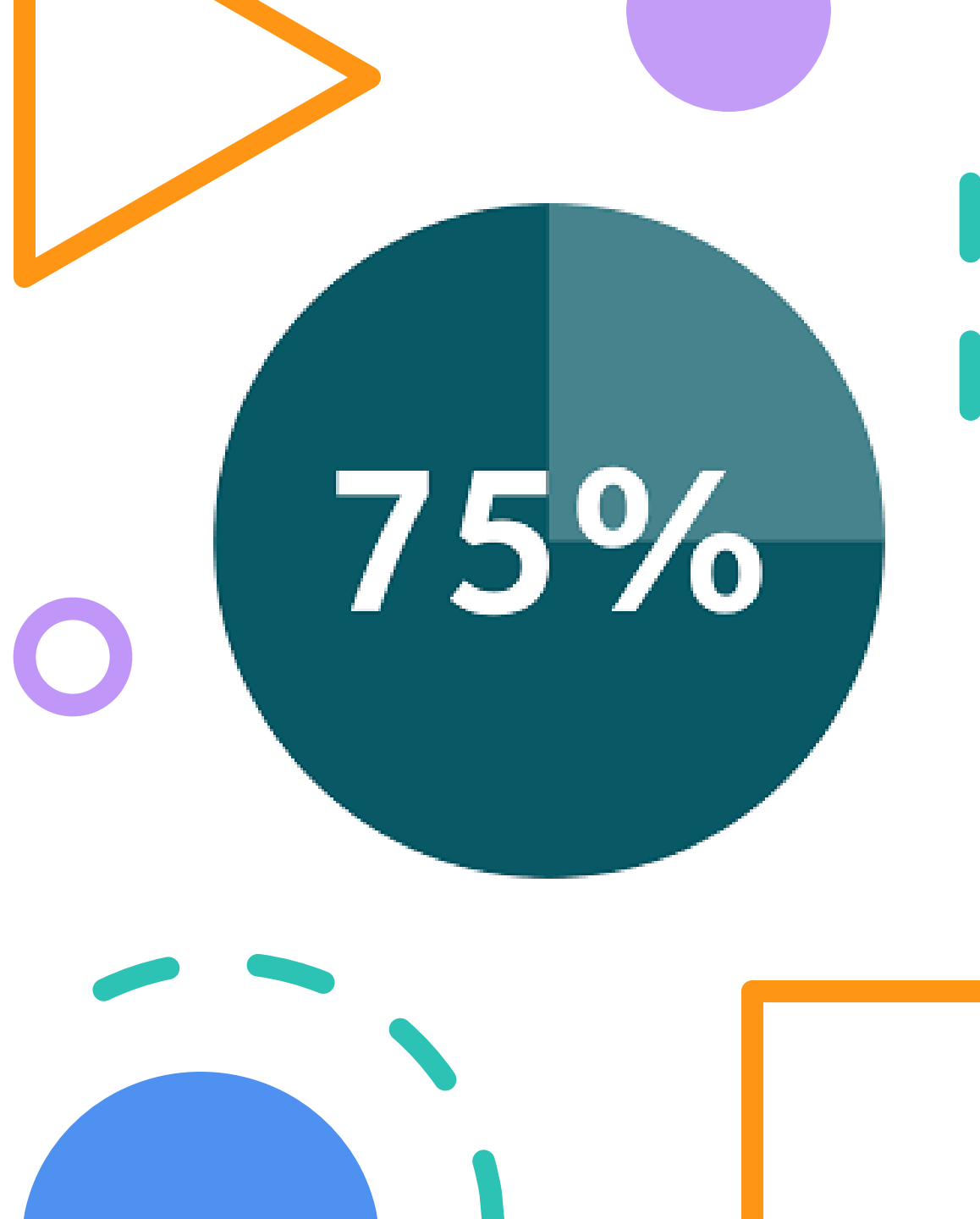
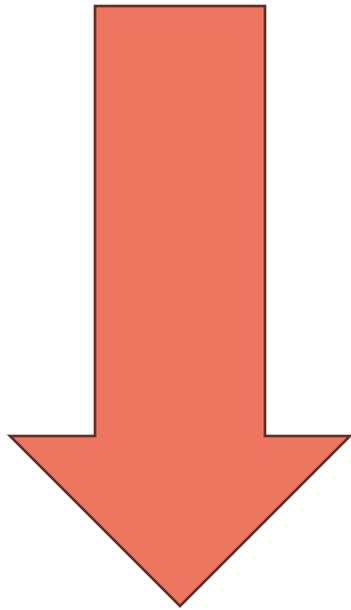
Sept 2020-
Aug 2021

DEI Titles Are on the Rise

When U.S. employers make C-suite hires, these 10 roles are seeing the biggest surges.

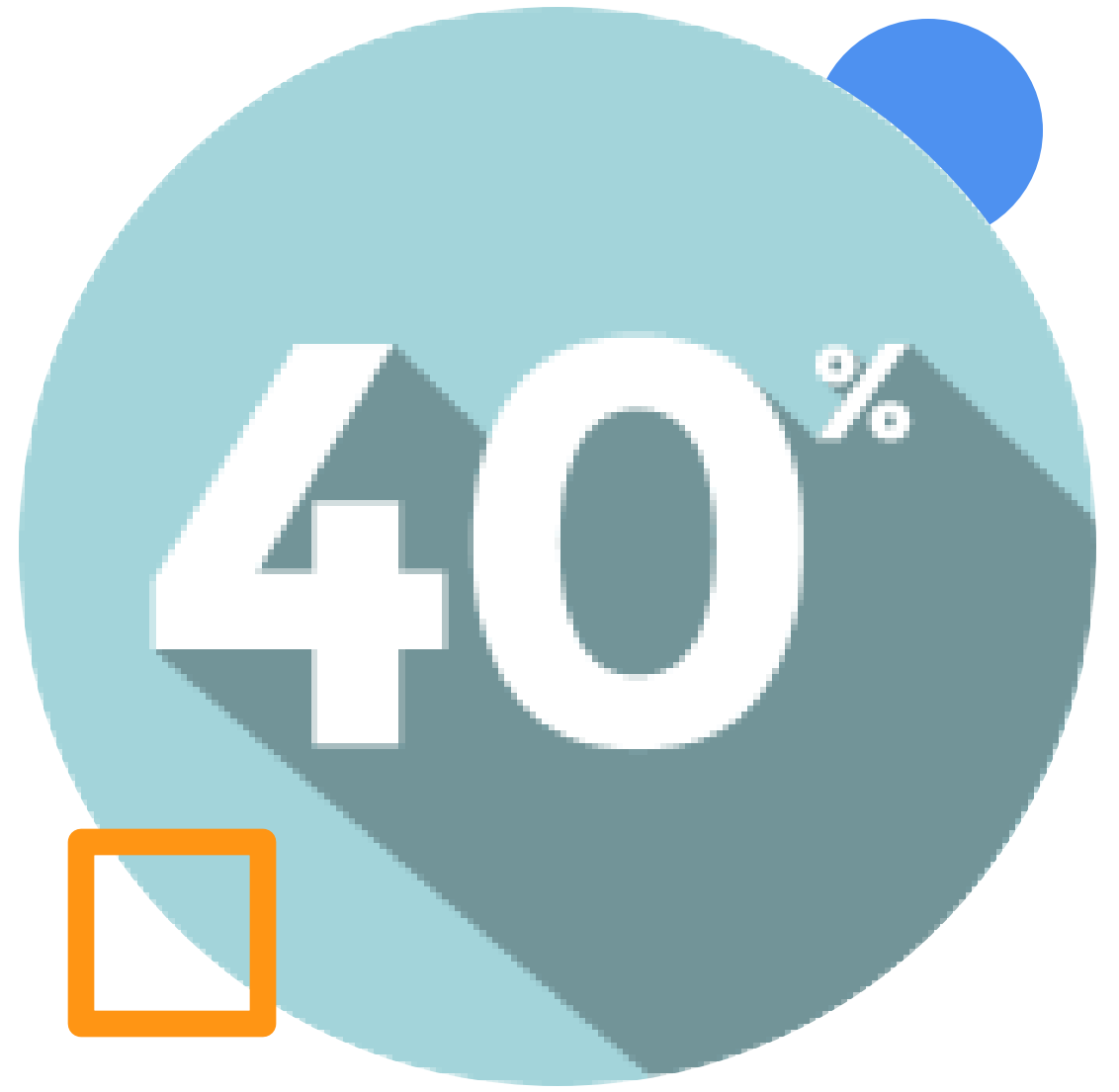
Job Title	Growth, as a Proportion of C-Suite Hires
Chief Diversity and Inclusion Officer	111%
Chief Underwriting Officer	71%
Chief People Officer	61%
Chief Legal Officer	53%
Chief Accounting Officer	43%
Chief Growth Officer	43%
Chief Customer Officer	38%
Chief Revenue Officer	37%
Chief Talent Officer	36%
Chief Data Officer	29%

Now...Demand





Now...
Turn Over

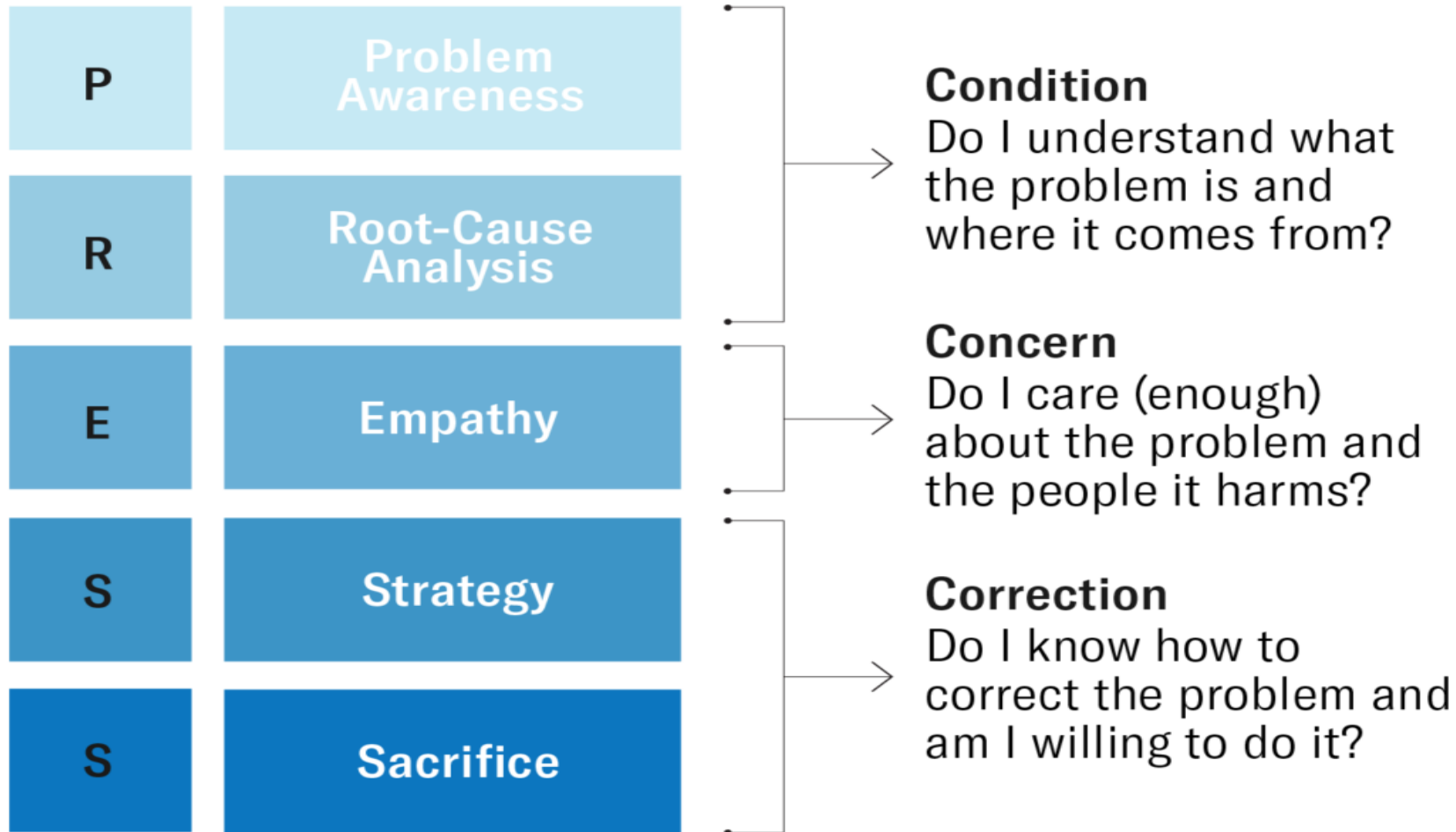


Need a blueprint

Clarity on the final product is important



Context Matters





Prioritize your
strategies

Equality



The assumption is that **everyone benefits from the same supports**. This is equal treatment.

Equity



Everyone gets the supports they need (this is the concept of "affirmative action"), thus producing equity.

Justice



All 3 can see the game without supports or accommodations because **the cause(s) of the inequity was addressed**. The systemic barrier has been removed.

Key Pillars of Focus at Commonwealth

Inclusive Hiring

- Drive a diverse and competitive pipeline of talent at all levels.

Talent Enablement

- Increase the retention and development across all groups.
- Demonstrate intentionality by including top performers from a broad pipeline of diverse groups.

Inclusion and Belonging

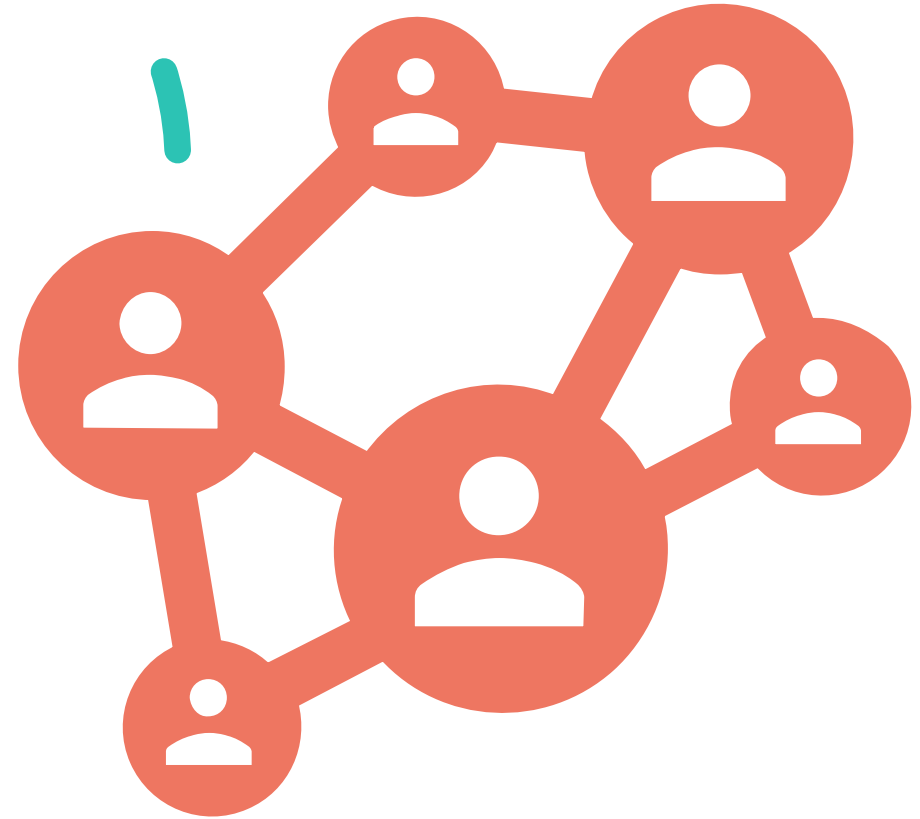
- Create opportunities to promote an inclusive environment through DEI education and cultural events.

Marketplace and Community

- Position Commonwealth as a DEI thought leader through inclusive communication, resources, and support.

Resources to help determine your strategies

- Reach out to other organizations and ask their advice
- Utilize on-line research
- Look at the Bridgespan, McKinsey, or United Against Racism (YW Boston initiative)



Who you gonna call?

- Group Share:
 - Member organizations



Possible resources for developing the plan

- External consultants
- Internal staff
- YW Boston Community Of Practice
- NEHRA
- MNN
- The Boston Foundation
- The Partnership (\$\$)



Implementation

1

Involve as many people as you can

- Inclusion Champions
- Current ERG/BRG/EAG

2

Use resources mentioned already to support implementation

3

Find ways to:

- Acknowledge people for their contributions
- Celebrate successes
- Create different ways for people to engage to prevent burnout

Breakout



At your tables, share your biggest challenge regarding resources



Brainstorm possible solutions



Be prepared to share ideas that didn't surface during the presentation

Questions





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Thank you

