



What DEI Is and What DEI Is Not

“DEI involves creating a place where everyone is welcome, supported, and has the resources they need to grow and thrive regardless of identity, origin, or difference in circumstances. Employers typically achieve DEI goals by creating a DEI strategy to develop best practices and track their progress.” US Chamber of Commerce
<https://www.uschamber.com/co/start/strategy/what-is-dei>

What DEI Is:

Diversity, Equity, and Inclusion (DEI) recognizes the value of different voices in building trust and creating value in organizations, central components of success. DEI strategies embrace these different perspectives and the newly gained understanding of their employees and customers. Identifying stakeholders’ (employees, leaders, board, advisors, customers, etc.) thoughts, feelings and experiences related to DEI is key to establishing these strategies. And, such insights bring DEI values to life in the form of initiatives based on best practices, trends, data and other key strategies that bring out the best in everyone.

Diversity takes many forms, including race and gender differences. But other types of diversity i.e. age, disability, sexual orientation, gender identity, language, culture, socioeconomic status, religious beliefs, and political perspective are important. Examining disparities, workplace demographics and listening to feedback help prioritize and target DEI strategies. Understanding these disparities will help identify how to empower people to maximize their potential by providing resources they need to succeed.

DEI creates practices to ensure that people feel a sense of belonging and that they are supported by the organization when they show up each day being their true selves. This fosters higher degrees of engagement, productivity, and innovation that contribute to increased performance, teamwork and productivity.

DEI is about creating a team and a business that better understands the diverse continuum of customers for your products and services. Understanding this diversity of your prospective customers will help your business grow and thrive. DEI creates a culture in which each member of your team can contribute to the best of their ability and serve your ever-more-diverse market.

What DEI is Not:

DEI is not automatically or only about race and gender and under-represented employee groups. Our DEI approach is primarily informed by all stakeholders and leaders of the company; what they think, feel and experience at work.

DEI is not an affirmative action program. DEI applies to everyone and is not government mandated, but rather it is something businesses take on voluntarily to improve their workforce and business prospects. DEI studies show that the performance of non-minority employees also improves when they are part of a workforce that includes diverse experiences.

DEI is not about treating everyone equally. Equal treatment, although well-meaning ignores the important differences that people have. DEI seeks to treat people equitably rather than equally. Treating everyone the same can have the unintended consequence of making things unnecessarily difficult for some people and not others. Equity means providing opportunities and resources for each person to fully participate by addressing barriers that may be holding them back. Taking a flexible approach does not mean that you will have to compromise your business's needs, only that a one-size-fits-all policy isn't always appropriate.

DEI is not about window dressing, tokenism, shaming or blaming. Carefully designed practices and cultural norms are encouraged and modeled to create and sustain a safe space for all people's perspectives, conversations, collaborations and thriving.

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www.deiconsultants.com