

DEI INFUSED STRATEGY

Diversity, equity, and inclusion are more than policies, programs and head counts. DE&I enables organizations to expand and maximize their human potential.

It's a core component in the development of an effective organizational vision and insight, as well a key strategic factor in day-to-day operations. DE&I enhances the organization's strategic thinking, core purpose and broadens its opportunities and potential to succeed.

Clipper & Company conducts a series of DE&I engagement activities to enhance the organization's strategic path. Data is collected to support this process and includes the following:

Infuse seven key DE&I activities into your strategic thinking

1. **Start with the end in mind:** clearly identify what you want to achieve. Identify a series of diverse, equitable, and inclusive opportunities related to the organization's key strategy.
2. **Build your organization's cultural competence:** ensure all leadership and staff understand DE&I cultural rules of engagement, functional language and decorum. The organization should have a cultural understanding of diverse segments of the marketplace.
3. **Establish policies and procedures:** develop systems that support the organization's strategic direction.
4. **Integrate diverse perspectives in every aspect of the organization:** fostering diverse perspectives is central to an organization's strategy. It helps to generate ideas, critical thinking and shapes better solutions.



5. **Ensure equity:** it is important that everyone has access to the same treatment, opportunities, and advancement. Equity aims to identify and eliminate barriers that prevent the full participation of some individuals.
6. **Identify the organization's DE&I return on investment:** it is important to determine the amount of DE&I performance directly related to the strategic initiative. When all contributing factors have been identified and calculated, you will be able to realize their financial impact.
7. **Hold leadership accountable for DE&I strategic outcomes:** each leader must be accountable for achieving DE&I results that:
 - a) ensures diversity focuses on representation, such as hiring, promotion, and mobility outcomes
 - b) ensures inclusion that focuses on day-to-day experiences, such as employee engagement, equity, and psychological safety outcomes.