

# Delivering a Diversity, Equity, and Inclusion Strategy Workshop

This client is a leading provider of enterprise software for community events, virtual conferences, and remote meetings. In light of the organization's rapid growth and due to sweeping changes in remote work brought about by the COVID-19 pandemic, the Director of People/Human Resources recognized that the company's grass roots Diversity Committee needed guidance and best practices on how to best utilize the team for the betterment of the organization.

In seeking this guidance, the client partnered with Clarkston's diversity, equity, and inclusion (DE+I) consultants. Over the course of eight weeks, Clarkston executed a company-wide lunch and learn and a strategic workshop to identify how the client could better leverage the Diversity Committee in the pursuit of their organizational diversity, equity, and inclusion goals.

# Business Case Study

## PROJECT OVERVIEW

### INDUSTRY:



Enterprise Software

### PRODUCTS AND SERVICES :



Provides virtual conferencing software

### PRIMARY OBJECTIVES:

- Conduct an information session for the company to learn more about DE+I with the goal of covering foundational DE+I topics and to help re-introduce employees to the organization's DE+I committee.
- Provide guidance and best practices on how to best utilize the DE+I committee to drive impact at the organization.
- Support the DE+I committee in developing goals, setting priorities, and building a framework around the identified areas of focus for the organization:
  - Talent/Recruiting,
  - Inclusivity, and
  - Managing from a Diverse Mindset

### RESOLUTION:

- Customized and delivered a company-wide "Lunch & Learn" presentation and discussion with organizational leadership that focused on fundamental concepts of DE+I and areas of focus of the organization's DE+I Committee; providing common language, understanding, calls to action for the organization.
- Developed, delivered, and analyzed the results of a customized survey for the DE+I committee to better understand the organization's strengths, weaknesses, areas of opportunity, and desired impact.
- Hosted a strategic advisory workshop that helped lay the foundation for vision setting, goal development, and initiative prioritization to create structure and governance for the DE+I Committee.

### KEY BENEFITS:

- During the Lunch & Learn, Clarkston facilitated an informational discussion on both universal and company-specific DE+I concepts, which allowed the company to gain perspective on DE+I directly from its employees, as well as drive participation for the DE+I committee and its work.
- Clarkston leveraged the results of the DE+I committee survey to provide the client with a draft vision statement for the organization to use as a guiding light for their DE+I initiatives.
- Based on pre-brief discussions, the client was provided with key recommendations on committee governance and operations, sponsorship recommendations, and goal-setting frameworks.
- As an outcome of the strategic workshop, the client was able to synthesize key strengths, weaknesses, and opportunities categorized by the areas of focus identified by the organization, allowing the company to create a meaningful, actionable DE+I roadmap.

# CLARKSTON CONSULTING

Itemized 10+ action items for the DE+I Committee to execute providing a 100-day executable roadmap to provide governance and operational best practices to the DE+I committee.

### Our approach for success:

## 01

Develop foundational understanding and a common language for DE+I amongst organization

## 02

Level-set on as-is strengths, weaknesses, and opportunities as it relates to DE+I to understand "as-is" state and to develop a "to-be" vision.

## 03

Ensure a foundation for governance, ownership, and accountability for DE+I.

## 04

Turn areas of focus into actionable, prioritized goals

## 05

Develop a 100-day plan to gain momentum and execute

