

The Diversity, Equity, & Inclusion




TOOLKIT

**Which Comes First:
Diversity or Inclusion?**

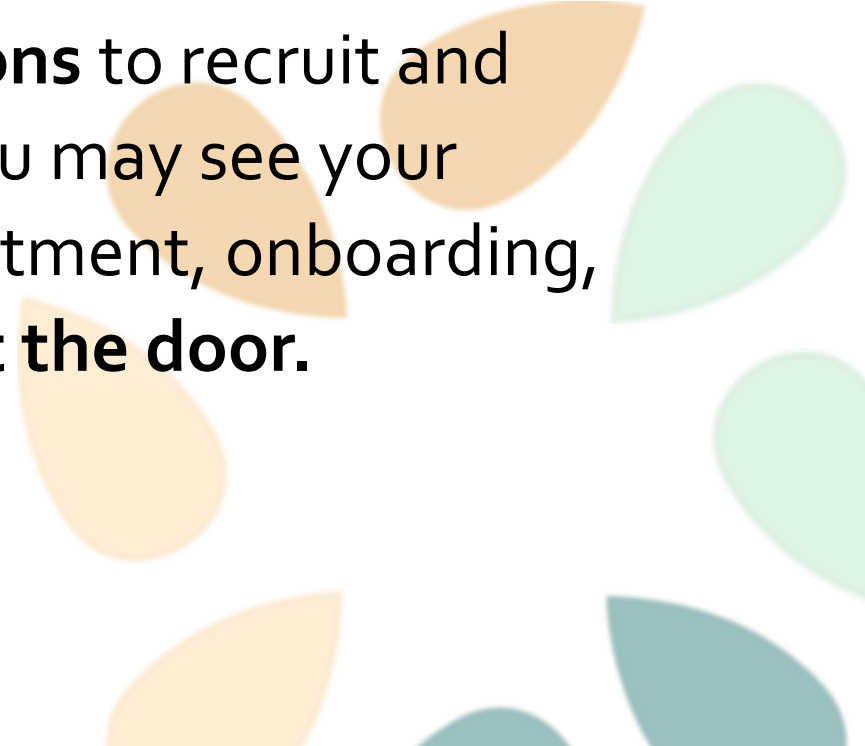


When setting **SMART** goals, where should you begin?

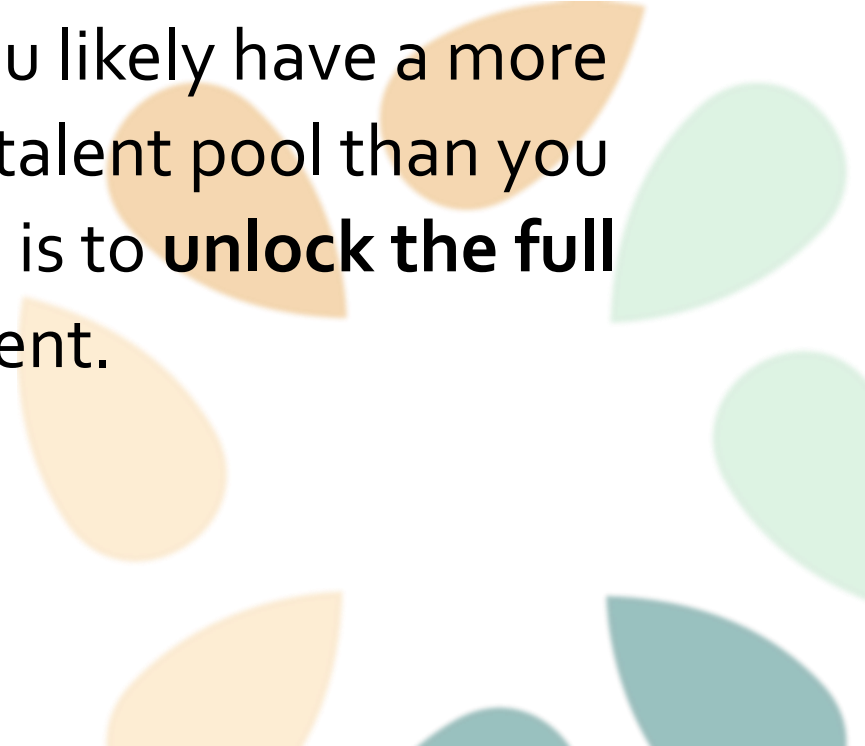
Remember:
Inclusion is what makes Diversity work.



Despite your best intentions to recruit and welcome diverse talent, you may see your **investment** in talent recruitment, onboarding, and development **walk out the door.**



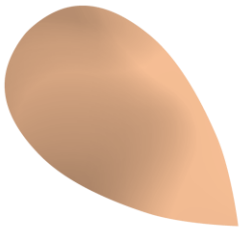
But one thing is certain: You likely have a more diverse team of people and talent pool than you know, and the ultimate goal is to **unlock the full potential** of that diverse talent.



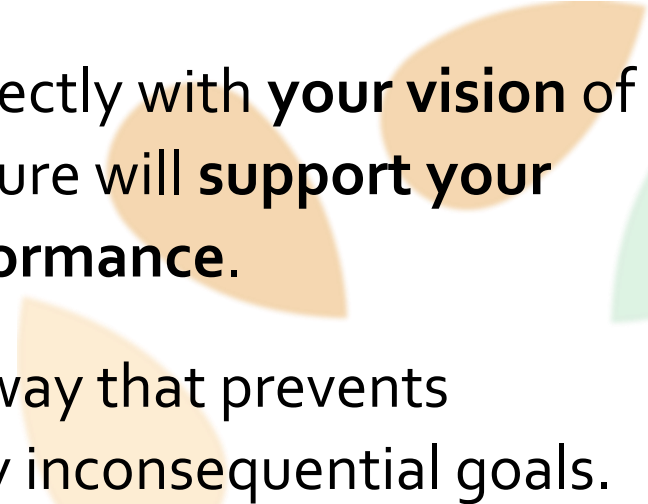
Consider setting **SMART** goals for each of the following to create a well-rounded and balanced approach to support both diversity **and** inclusion:

- **Inclusive Culture**
- Talent **Recruitment**
- Talent **Development**
- Talent **Retention**





Measure What Matters

- Most of all, **measure what matters** to your company.
 - What matters is what aligns directly with **your vision** of how a diverse and inclusive culture will **support your talent goals** and **business performance**.
 - **Prioritize your goals** in such a way that prevents distraction by chasing too many inconsequential goals.
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