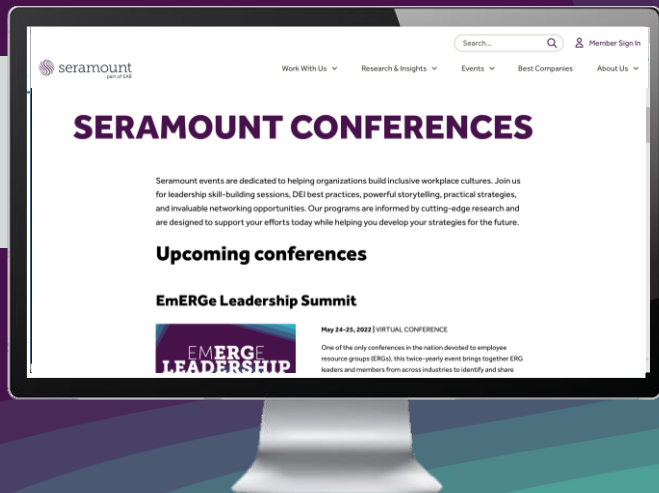




Our Webinar Will Begin Shortly

**Subscribe to
Seramount's Events
Newsletter**

Stay up to date on events that
build DEI competencies at every
level.

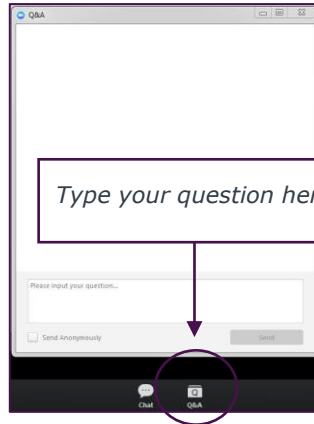


Engaging in Chat



Utilize the **Chat button** to ask questions and make comments throughout the session.

Asking a Question



Brief Exit Survey



We'd appreciate your **feedback** on today's presentation.

Building a DEI Program That Works: It All Starts With Metrics

Presenters



Barbara Frankel
Senior Director, Insights
Seramount



Joseph Morales
Associate Director,
Equity, Equality,
Diversity, and Inclusion
Outreach
AbbVie

How Far Along is Your Company on the DEI Journey?



Poll: Tell us where your company stands

Three Stages of DEI Efforts

1



Compliance Company

DEI efforts to meet the minimum requirements to be legally compliant or a company at the earliest stages of diversity change agent.

2



Inclusion Company

DEI efforts are considered “standard best practices” and are commonly instituted by organizations that have adopted a dedicated diversity and inclusion change initiative.

3



Employer of Choice

Efforts link DEI to the business case, while striving to be a thought leader in workforce development, inclusive cultures, engagement for belonging, and being valued as a contributor to the organization.

Why Are DEI Metrics Important?



Uncovering the State of Your DEI Efforts

Metrics paired with thoughtful analysis can help shine a light on areas for improvement in company culture.



Assessing DEI Outcomes and Progress

Tracking data year over year provides insight into the exact impact of your programs.



Demonstrating the ROI of DEI Programs

As we enter a predicted recession, companies have already begun to cut back on DEI programs, personnel and budget.

Laying the Foundation For Your DEI Metrics Strategy



Assessment

Where does your company currently stand on your DEI journey? What are your strengths and areas of opportunity?



Leading Indicators

What are you going to use as the north star for what you want to accomplish?



Lagging Indicators

How will you measure and track the results tied to your strategy?



Impact on Culture

How are you able to assess the impact on culture to support long-term change?

Identifying Your Key Indicators



Using Effective Metrics to Inform Your Strategy



Leadership

Leading Indicators

- Training attended
- Events attended
- Sponsor/Mentor
- 360 Feedback
- Employee Surveys

Lagging Indicators

- Demonstration of inclusive leadership behaviors/behavior change
- Cultural Competencies/global mindset
- DEI scorecards



Workforce

Leading Indicators

- Representation
- Promotions
- Hires
- Attrition

Lagging Indicators

- Promotion/succession opportunities
- Development opportunities
- Recognition
- Performance Ratings
- Pay equity



Market

Leading Indicators

- Community events
- Community investment
- Clients reached
- Brand recognition

Lagging Indicators

- Revenue growth/Expense reduction
- Market share
- New products/idea generation
- Brand awareness
- Supplier Diversity



What are some leading and lagging indicators used at your organization? Put your answer in the chat.

Assessing Where You Stand in the DEI Journey



Key Ingredients for a Successful DEI Assessment

Benchmarking



- **Demographic Data**
Evaluate exactly where you stand in employment and advancement of key demographics
- **Competitive Analysis**
Learn exactly how you stack up against key competitors in your industry



Employee Sentiment



- **Employee Voice Sessions**
Create a safe space for employees to give honest feedback about their experience and identify key areas of opportunity for improvement



Internal Research



- **C-Suite Interviews**
Meet with stakeholders 1-on-1 to capture their perspectives on goals and priorities
- **Employee Surveys**
Gather quantified feedback on specific topics and areas of interest

Seramount's Annual Application



A streamlined approach to gather and analyze your organizations data through the lens of workplace benefits, support for multicultural women, and DEI strategy.



1

Submission Period

The annual application will be open from Dec 13, 2022 – Mar 10, 2023

4

Initiatives

You select what you want to participate in within one application

425

Questions

Questions will automatically filter based on initiatives you choose

Find Out How Your Efforts Compare to Others in Your Industry



Our surveys address the most relevant DEI topics as well as probe into your efforts to respond to current societal issues

Our questions probe into areas of demographics, leadership accountability, race, and programs and policies:

- Talent Pipeline By Race/Ethnicity And Gender
- Promotion Rates by Level
- Pay Equity Analysis
- Family-Friendly Benefits Including Paid Parental Leave
- Participation in Formal Sponsorship and Mentoring
- Leadership Accountability
- Supplier Diversity

Attacks on Abortion Rights

Mental Health

Pledges Against Racism

ESG

Neurodiversity

Seramount's Global Inclusion Index

Assessing corporate efforts at hiring and promoting historically excluded talent on a country-specific basis, creating inclusive cultures, and holding country leaders and managers accountable for results.



Countries Included:

- Australia
- Brazil
- Canada
- Chile
- China
- Colombia
- France
- Germany
- India
- Ireland
- Israel
- Italy
- Japan
- Mexico
- The Netherlands
- Philippines
- Portugal
- Romania
- Saudi Arabia
- Singapore
- South Korea
- Spain
- UAE
- UK

Application will be open from January 31 – June 9

The Benefits of Participating



**Track the Progress of
Your Culture Strategy
Year-Over-Year**



**Benchmark Against
Other Organizations in
Your Industry**



**Identify What's
Working and Where
Opportunity Exists**



**Bolster Your Employer
Branding By Being
Named a Best Company**

Q+A

Type your questions into the Q+A box!



Barbara Frankel
*Senior Director, Insights
Seramount*



Joseph Morales
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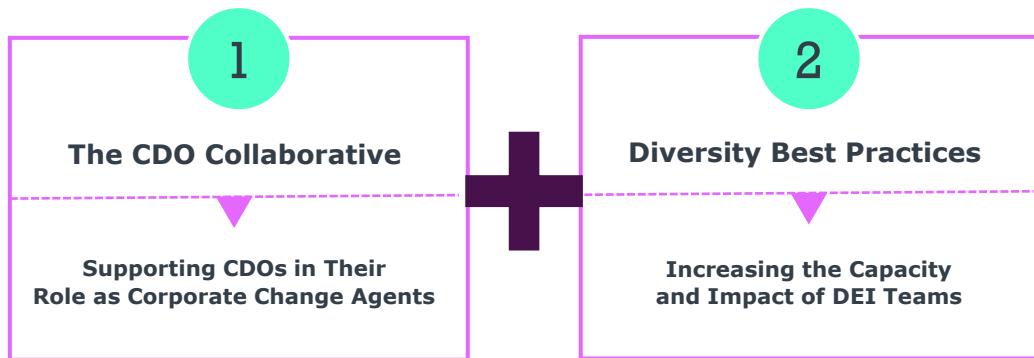
A Single Source of DEI Intelligence to Achieve Lasting Change



DEI Research Partnership



Evolving Research and Advisory Services to Support Rapidly Changing DEI Needs



Three Pillars of Service to Help DEI Leaders Effect Change



**Rigorous
Research with a
Global Reach**



**The Collective
Experience of
DEI Leaders at
the Center**



**A Commitment
to Applying
Lessons
Learned**

Interested in More?

Take Our Poll

I'm interested in...

- 1 Registering my organization to participate in Seramount's Annual Application process
- 2 Speaking to an expert about strengthening my organization's DEI strategy with Assess360
- 3 Learning about how Seramount's DEI research partnership supports organizations in advancing DEI
- 4 Signing up for Seramount's next webinar, 5 Predictions DEI Advisors Are Making for 2023



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