

**12 STEP**

**DEI DO'S &  
DON'TS**

**CHECKLIST**



**BLUEPRINT™  
EVOLUTION**

# DEI

# DO'S & DON'TS CHECKLIST

1.

**Implement Recruitment and Selection Processes Designed to Ensure Equity and Inclusivity at Every Stage.**



## WHY IT MATTERS

Ensuring a fair opportunity for all candidates, regardless of background, allows organizations to access a broader and more diverse talent pool.

## CONSULTING FIRM'S ROLE

Use structured interviews with standardized questions, anonymize resumes to reduce bias, and assemble diverse hiring panels for more equitable decision-making.

3.

**Highlight Your Commitment to DEI on Your Website and in Job Postings.**



## WHY IT MATTERS

Publicly showcasing your dedication to diversity, equity, and inclusion attracts candidates who prioritize DEI values.

## CONSULTING FIRM'S ROLE

Develop a strong DEI mission statement, showcase DEI metrics, share employee stories, and use inclusive language in job descriptions.

2.

**Regularly Educate Your Team on the Importance of Diversity, Equity, and Inclusion Principles (DEI).**



## WHY IT MATTERS

Ongoing education cultivates an inclusive culture that values diversity as a strength and drives equitable practices.

## CONSULTING FIRM'S ROLE

Offer ongoing workshops, invite guest speakers, and provide access to online training resources that focus on DEI topics.

4.

**Partner with Community Organizations to Provide Mentorship and Funding that Advances the Careers of Underrepresented Groups.**



## WHY IT MATTERS

Creating opportunities for individuals facing systemic barriers promotes equity and fosters a more inclusive workforce.

## CONSULTING FIRM'S ROLE

Collaborate with organizations and educational institutions to support underrepresented and minoritized groups by providing internships and scholarships.

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# DO'S & DON'TS CHECKLIST

5.

Establish Employee Resource Groups to Support and Engage Employees from Diverse Backgrounds and Experiences.



## WHY IT MATTERS

ERGs offer support, networking, and professional development opportunities, enhancing employee engagement and retention.

## CONSULTING FIRM'S ROLE

Encourage the formation of ERGs based on employees' interests or identities, allocate funding, and ensure executive sponsorship for their activities.

7.

Avoid Treating Diversity as a Checkbox; Focus on Creating an Inclusive Environment Where Everyone Is Valued and Supported.



## WHY IT MATTERS

Hiring candidates without creating an inclusive environment can result in tokenism and employee dissatisfaction.

## CONSULTING FIRM'S ROLE

Ensure that diversity, equity, and inclusion efforts are comprehensive by addressing all employee recruitment, retention, and advancement opportunities.

6.

Develop Metrics to Measure the Effectiveness of Your DEI Efforts.



## WHY IT MATTERS

Implementing metrics allows you to evaluate your DEI initiatives' success, identify improvement areas, and demonstrate accountability and progress to stakeholders.

## CONSULTING FIRM'S ROLE

Define key performance indicators (KPIs) related to diversity, equity, and inclusion, such as representation rates, employee satisfaction scores, and retention rates. Regularly collect and analyze data and use these insights to adjust and enhance your DEI strategies.

8.

Don't Ignore the Importance of Fostering an Inclusive Company Culture.



## WHY IT MATTERS

An inclusive culture is essential for ensuring that all employees feel welcomed, valued, and empowered to contribute fully.

## CONSULTING FIRM'S ROLE

Continuously evaluate and enhance policies, practices, and daily interactions to foster a more inclusive workplace environment.

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# DO'S & DON'TS CHECKLIST

9.

**Avoid Using Exclusive Language in Job Postings.**



## WHY IT MATTERS

Language that unintentionally deters certain groups can narrow your applicant pool and limit access to a broader range of talent.

## CONSULTING FIRM'S ROLE

Review job postings for coded language and unnecessary requirements, ensuring they highlight your commitment to equity and inclusivity. Clearly distinguish between essential qualifications and preferred skills to make job descriptions more inclusive. Clearly differentiate between "must-have" qualifications and "nice-to-have" skills.

11.

**Avoid Making Assumptions About the Needs and Experiences of Diverse Groups.**



## WHY IT MATTERS

Assumptions can result in policies and practices that inadvertently exclude or deter the very groups you intend to support.

## CONSULTING FIRM'S ROLE

Engage in active listening and consistently seek feedback through surveys, focus groups, and direct conversations. Be open to adapting your strategies and policies based on the insights you gather to better address the needs of diverse groups.

10.

**Don't Overlook the Need for Leadership That Is Both Diverse and Representative.**



## WHY IT MATTERS

Leadership that is both diverse and representative brings a range of perspectives to decision-making and demonstrates to potential hires that opportunities for growth and advancement are available to all.

## CONSULTING FIRM'S ROLE

Develop inclusive mentorship and leadership development programs tailored to underrepresented and minoritized employees, providing them with resources and support. Ensure these programs are accessible, regularly assessed for effectiveness, and promoted transparently to offer equitable opportunities for advancement.

12.

**Don't Neglect the Importance of Continuous Improvement and Feedback.**



## WHY IT MATTERS

Continuous improvement and feedback are essential for adapting to evolving needs and maintaining effectiveness. Regularly seeking and acting on feedback helps identify areas for growth, refine strategies, and enhance overall performance and inclusivity.

## CONSULTING FIRM'S ROLE

Implement regular feedback mechanisms, like surveys and suggestion boxes, to gather input from employees and stakeholders. Analyze this feedback to create actionable plans, communicate the resulting changes, and continuously adjust processes to align with organizational goals. Remember, if you seek feedback, be prepared to act on it!