



5 Do's and Don'ts

THAT FOSTER **DIVERSITY, INCLUSION AND RETENTION**

Diversity and inclusion initiatives are not only the right thing for organizations to do, but these programs also make great business sense. What steps should your organization take to help ensure success and what are common mistakes to avoid?

DO

- 1** Ensure buy-in and support from the senior leadership team.
- 2** Set clear and measurable diversity goals.
- 3** Evaluate organizational practices, policies and programs for alignment and realign as needed.
- 4** Communicate consistent messaging about valuing differences to the entire organization.
- 5** Hold managers accountable for the execution of diversity strategies and goals.

DON'T

- 1** Expect that mandatory diversity and inclusion training will always be successful.
 - 2** Continue the same old hiring practices, like disqualifying a candidate because he or she does not look like you.
 - 3** Communicate brand messaging touting organizations' commitment to diversity when it conflicts with organizations' reality.
 - 4** Forget employee resource groups need support from senior leadership to be effective.
 - 5** Post job descriptions that contain bias toward women and underrepresented populations.
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