



12 **BULLET PROOF** **Success Strategies
for Your Diversity Initiative**

Workforce Diversity Conference

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12 **BULLET PROOF** Success Strategies

I Understanding Context

- ✿ In the Beginning...
- ✿ Historical Perspective
- ✿ Legislative



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II NEW MANTRA

- ★ **ROI**
- ★ **MEASURABLE PERFORMANCE RESULTS**
- ★ **COMPETITIVE ADVANTAGE**





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III DEFINITION

“The process of creating and sustaining a work environment whereby every employee has the opportunity to create value, achieve individual and organizational success and contribute to the financial solvency of the enterprise.”

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IV 12 SUCCESS STRATEGIES

Strat One: Attitude is Everything!

Strat Two: Declare the End From the Beginning

Strat Three: Build the Council



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Bonus Learning Opportunity

ADOPT THE ATTITUDE

OF A MARATHON

RUNNER





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IV 12 SUCCESS STRATEGIES

**Strat Four: Diversity Concept
 Paper**

**Strat Five: Presentation to Executive
 Team**

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✱ **Strat Six:**

Diversity Strategic Plan

- ✓ **Mission Statement**
- ✓ **Vision Statement**
- ✓ **Core Values**
- ✓ **Strategy**
- ✓ **SWOT Analysis**
- ✓ **Marketing**
- ✓ **Education**
- ✓ **Implementation**
- ✓ **Continuous Improvement**



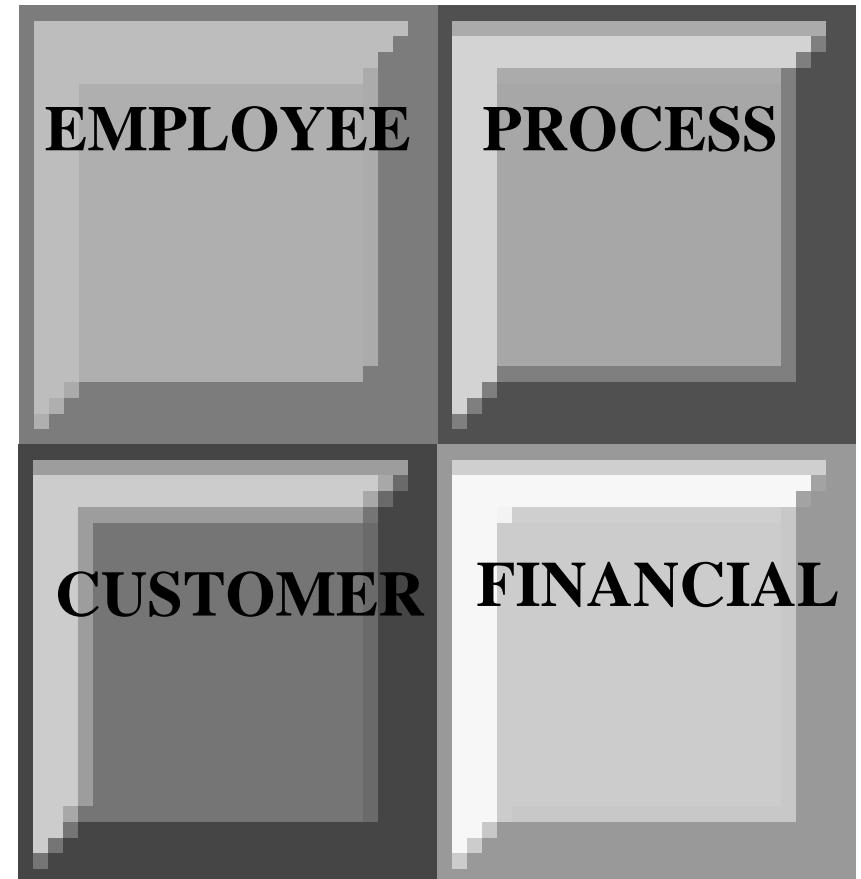
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**Strat Seven:
Diversity Scorecard**

**Strat Eight:
Education Campaign**

- Executive
- Board

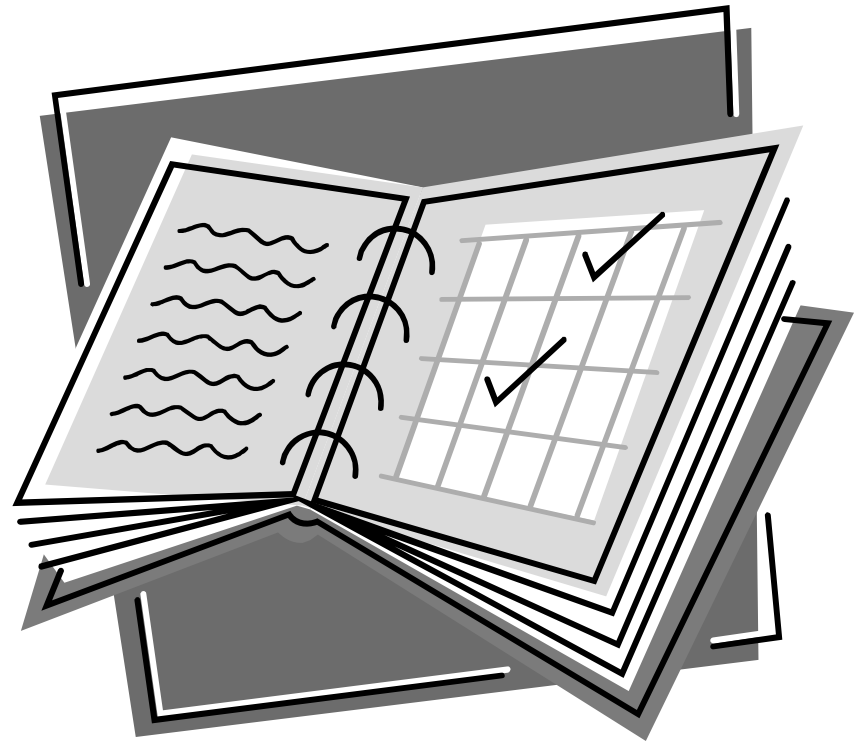


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**Strat Nine:
Change Leadership**

**Strat Ten:
Implementation
Schedule**





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Strat 11: Authentic Leadership

Strat 12:

21 INTERNATIONAL DIVERSITY PRINCIPLES