

DEVisING CUSTOMISED STRATEGIES FOR YOUR COMPANY

A step-by-step feedback loop to define relevant purpose.

STEP ONE

OPEN A COMMUNICATION CHANNEL

Your firm is made up of individuals. Each employee will have unique concerns and needs. Your D&I strategy needs to be accessible to each employee regardless of:

- ◆ Technical skill.
- ◆ Physical location (i.e. remote workers).
- ◆ Accessibility requirements.
- ◆ Language.

Open a line of communication to all employees, with the possibility of submitting feedback anonymously. How to collect feedback? Consider

- ◆ Installing a suggestion box in the office.
- ◆ Sending out digital surveys monthly.

Seek help from the HR department if you need additional support setting up this channel.

Together with the feedback from Task Force groups, use this input to enhance your list of community needs.

STEP FOUR

OUTLINE NEW STRATEGIES

Take each specific objective, and determine action-based solutions and initiatives. List these to disclose your new and customised strategies for your D&I strategy.

You now have a custom-built D&I strategy. This feedback loop will help you update your strategy and keep it relevant to your company's needs. Remember to audit your strategy at regular intervals using this loop.

STEP TWO

REVIEW AND COMPARE: HOW DOES THE D&I STATEMENT COMPARE TO COMMUNITY NEEDS.

At this stage, you will have a list of community needs. Now:

- ◆ Refer to your executive summary from the previous module.
- ◆ Place the goals (aka general objectives) listed in your D&I statement alongside the key needs of communities.
- ◆ Determine what commonalities are evident from the list of community needs.
- ◆ How do these reflect your D&I statement?

You now have a set of common needs which reflect community needs and your D&I statement.

STEP THREE

DETERMINE SPECIFIC NEEDS, DEFINE STRATEGY PURPOSE

The commonalities which you identified in the previous step are in fact key objectives – issues you seek to resolve as part of your D&I strategy. With your:

- ◆ list of key objectives (or key community needs).
- ◆ alongside the general objectives of your mission statement.

You now have a defined purpose for your D&I strategy.