

CEO Commitment Resource Guide

An organization's top leadership must consistently make a personal and visible statement of support for diversity, equity, and inclusion for real change to be made. Without clear and consistent messaging from the CEO and senior leadership, staff at all levels will consider diversity, equity, and inclusion a nice, soft addition instead of an imperative for future success.

Why DEI? - Building your company's DEI IQ

Diversity, Equity, and Inclusion are no longer just buzzwords! Whether you work in a small business, a non-profit, or a large corporation, DEI initiatives will [benefit your organization](#), but getting buy-in can be hard. Here are some tools to get you and your team started on your DEI journey.

- [Why Diversity Matters](#)
- Podcast: [Diversity Straight Up](#)
- Video: [How to Get Serious about Diversity and Inclusion in the Workplace](#)

Leading an Equitable Organization

As a business leader, you know that your workforce is the heartbeat of your organization. Taking a renewed look at Diversity, Equity, and Inclusion within your organization isn't just the right thing to do, it will help with employee retention, innovation, and improved business outcomes. A study of over 8,000 employees across the country indicates that [60% of employees](#) want to hear business leaders speak up about social issues and lead change by example. But as a leader, where do you start?

Here are some resources that can help you build a more diverse team, create buy-in, and establish a framework to help you reach your DEI goals.

- [How Business Leaders Can Build a More Equitable Workforce](#)
- [Diversity, equity, and inclusion resource hub](#)
- Book: [Belonging: The Key to Transforming and Maintaining Diversity, Inclusion, and Equality at Work](#)
- Podcast: [Diversity: Beyond the Checkbox with Jackie Ferguson, CDE](#)

DEI as a Cultural Value

In order for DEI initiatives to be successful, they need to be woven throughout company culture. It is the responsibility of business leaders to champion and model an inclusive climate. This means leaders must learn to recognize issues and address those who are not upholding that value within the organization. Here are some tools to help build DEI into your company's core values.

- [The Importance of Mixing Equity, Diversity, and Inclusion into the Your Company's DNA](#)
- Video: [Inclusion Revolution \(Daisy Auger Dominguez, TEDx Talks\)](#)

Build and Sustain a Diverse Team

Creating an effective DEI culture within your organization is no small feat! It requires inclusive, strong, and consistent leadership to create buy-in at every level. Learn how senior leadership and HR can work together to build inclusive teams.

- [Reinventing Your Leadership Team](#)
- [How Business Leaders Can Build a More Equitable Workforce](#)
- Book: [Inclusify](#)