



# Guide to Implementing a DEIB Program for Small Businesses

## 1. Leadership Commitment & Understand the Importance of DEIB

- Ensure that the top management is committed to DEIB.
- Allocate resources (time, money, personnel) to the initiative.
- Understand and be able to clearly articulate the benefits of a DEIB program:
  - » Improved employee morale, increased innovation, better decision-making, and a broader customer base.
  - » Moral Imperative: Beyond the business benefits, it's the right thing to do. (Mission driven)

## 2. Develop a DEIB Vision and Strategy

- Executive leadership and/or ownership should develop the vision and strategy as well as appoint a Committee Champion
- Define what DEIB means for your company.
- Set clear, measurable objectives.
- Develop a roadmap to achieve these objectives.

## 3. Create a DEIB Committee

- Form a diverse team responsible for driving the DEIB initiatives.
- Include members from various departments, roles, and backgrounds.

## 4. Assess the Current Situation

- Conduct a company-wide survey to understand the current state of DEIB.<sup>1</sup>
- Host listening sessions to hear feedback from employees about their experiences.

**Diversity:** Psychological, physical, and social differences that occur among individuals

**Equity:** Guarantee of fair treatment, access, opportunity, and advancement while identifying and eliminating barriers

**Inclusion:** Creation of environments in which any individual or group can be and feel welcomed, respected, supported, and valued to fully participate

**Belonging:** The feeling of security and support when there is a sense of acceptance, inclusion, and identity

See [RMAI Diversity Equity Inclusion Program Baseline Recommendations](#), page 8, for more detailed definitions.

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<sup>1</sup> There are many sample DEIB survey questions that you can find from a variety of organizations here are three recent blog posts offering survey questions:

- <https://surveysparrow.com/blog/diversity-and-inclusion-survey-questions/>
- <https://sparkbay.com/en/culture-blog/diversity-inclusion-survey-questions-31#1>
- <https://www.workhuman.com/blog/dei-survey-questions/>

- Identify areas of improvement and set clear goals.
- Areas to look at:
  - » Training and Education
- Organize regular training sessions on unconscious bias, cultural competency, and other relevant topics.
- Encourage open conversations about DEIB.
  - » Review Recruitment Practices (Need to provide the resources for this one.)
- Ensure job descriptions are inclusive.
- Diversify recruitment channels.
- Implement blind recruitment processes to reduce biases.
  - » Foster an Inclusive Culture
- Celebrate cultural events and holidays.
- Host a potluck and create a company cookbook to share family recipes.
- Encourage employee resource groups for underrepresented communities.
- Promote open dialogue and feedback.

## 5. Implement Flexible Work Policies

- Consider flexible working hours, remote work, and other policies that cater to a diverse workforce.

## 6. Monitor and Report

- Regularly track the progress of your DEIB initiatives.
- Use metrics like employee surveys, retention rates of diverse employees, and recruitment statistics.
- Share these findings with the entire company and adjust strategies as needed.
  - » Seek External Feedback
- Engage with external DEIB consultants or experts for an unbiased view.
- Collaborate with community organizations to understand local DEIB challenges and opportunities.
  - » Continuous Improvement
- DEIB is an ongoing journey. Regularly revisit your goals and strategies.
- Stay updated with global DEIB trends and best practices.