

PLOTTING A HOLISTIC COURSE TO DEIB* FOR 2021

Withstanding the turbulence: 4 key shifts in DEIB from a stormy 2020



Higher expectations of actions on DEIB



More openness to DEIB topics among executives



More honest conversations on DEIB topics



Expansion of DEIB efforts

Navigating the challenging weather: 6 ways to pilot DEIB efforts

Why



Start with clarifying why your org is focusing on DEIB

Goals



Identify what goals your org wants to achieve and for whom

Strategy



Develop a strategy that supports the org's purpose and drives the culture

Levers & Activities



Identify the levers your org needs to focus on most to drive DEIB outcomes

Technology



Use tech to expand the scale and impact of DEIB activities

Data, Analytics & Metrics



Create transparency and enable accountability through data and metrics

Forecasting the climate: 3 trends to chart the course

Enable civil conversations on difficult topics



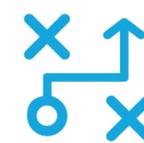
70% of respondents from the U.S. said it's hard for them to talk about difficult topics with people who may hold opposing views²

Bring back caregivers



23% of women with children under 10 are considering leaving the workforce (e.g., taking a leave of absence or leaving the workforce entirely)³

Walk the talk



38% of S&P 500 companies announced initiatives and action plans since George Floyd was killed by Minneapolis police officers in May⁴

Current perspectives of the U.S. population¹



80% want brands to help solve society's problems



64% want companies to set an example of diversity with their organization



71% trust small and medium-size employers to do what's right on systemic racism and racial injustice

* Diversity, equity, inclusion & belonging

For more details, access the research here:
<https://redthreadresearch.com/deib-2021/>

¹ Edelman Trust Barometer, 2020.
² The Dialogue Divide Research Report, 2020, <https://www.dialogueproject.study/research>
³ Women in the Workplace 2020, Leanin.Org and McKinsey, September 2020, <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/women-in-the-workplace>
⁴ Systemic Racism: The Existential Challenge for Business, September 2020, <https://www.edelman.com/research/systemic-racism>