DEIB analytics requires a highly consultative, iterative approach. We've identified an 8-step model to help organizations get started on their DEIB analytics journey and solve their challenges.

1. Identify partners
   Examples:
   - Head of HR
   - HRBPs of major businesses
   - Legal / privacy / security teams
   - IT / centralized data teams

2. Get demographic data in order
   Typical diversity data:
   - Gender
   - Disability
   - Age
   - Race / ethnicity*
   - Veteran status*
   - LGBTQ+*
   *US only

3. State the problem & ideate stories
   - Bring context to data
   - Understand the drivers (e.g., retention, engagement, promotion)

4. Identify additional inclusion data
   - Clarify the question
   - Hypothesize potential answers
   - Identify data sources
   - Determine the difficulty of using the data
   - Run simple analyses to decide if more data are needed

5. Prioritize problems
   - Align to DEIB strategy and priorities
   - Determine financial impact
   - Identify number of employees affected
   - Clarify need (recurring, acute, etc.)
   - Understand resources needed
   - Articulate resulting behavior change
   - Consider who is asking

6. Analyze & refine data stories
   - Apply an iterative approach
   - Avoid “behind closed doors” analysis
   - Design stakeholder check-ins
   - Think creatively

7. Take action & hold accountable
   - Define metrics to capture progress
   - Make metrics transparent and accessible
   - Continuously update data
   - Use tech to create scale and agnostic authority
   - Build DEIB metrics into existing dashboards

8. Share & explore
   - Clearly define the terms, data, and contexts used
   - Restate the DEIB question
   - Tell a story using data
   - Make clear the “what” and the “so what”
   - Identify areas to dig more

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Read our report: https://redthreadresearch.com/deib-analytics-guide/