AGENDA

• Welcome (5 min)
• “Creating the Next Generation of DE&I Champions”
  • Jameel Rush, Vice President, Diversity, Equity and Inclusion, The Philadelphia Inquirer, LLC (15 min)
• SHRM Update (20 min)
• “Best Practices Sharing”
  • Brad Dalton, People Partner, Google (15 min)
• Closing (5 min)
GETTING TO KNOW YOU

- Where is your geographic location?
- What chapter size or state council are you representing?
- What is your role?
- How long have you been either a Diversity, Equity & Inclusion or Workforce Readiness Chair?
Creating the Next Generation of DE&I Champions

Jameel Rush, Vice President, Diversity, Equity and Inclusion, The Philadelphia Inquirer, LLC
Companies diversifying their workforce is getting more attention now than perhaps ever before.

TA/HR/HM are being asked to proactively impact these results.

The ways we have operated historically may impede our ability to make progress.
Is it possible that we are relying too much on simple rules of thumb, traditions, habits and what others believe to assess talent?

Are we practicing “insanity” in our people practices and hoping for better outcomes?

Have we done the due diligence ourselves as recruitment, HR, and business leaders to lead our organizations to better outcomes?
Building Sustainable Change
Individual and Systemic Change

Individual

Systemic
Leading
Inspire confidence and commitment through education

Measuring
Define success and track results to support adoption

Communicating
Generate excitement and create clarity

Involving
Identify actions for managers and employees, with leaders modeling the way

Learning
Ensure employees and leaders have knowledge and skills to adapt

Sustaining
Ongoing efforts ensure long-term traction


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<table>
<thead>
<tr>
<th>What you gain from each lever…</th>
<th>…and the risk of ignoring a lever</th>
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<tbody>
<tr>
<td>Inspiration</td>
<td>LEADING</td>
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<tr>
<td>Commitment</td>
<td>INVOLVING</td>
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<tr>
<td>Understanding</td>
<td>COMMUNICATING</td>
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<td>Performance</td>
<td>LEARNING</td>
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<td>Clarity of impact</td>
<td>MEASURING</td>
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<tr>
<td>“Sticky” change</td>
<td>SUSTAINING</td>
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Change takes Change
SHRM UPDATE: PLATFORMS, CAMPAIGNS & CREDENTIALS
UPDATE: Volunteer Leader Business Meeting (VLBM) 2021

• Fully Virtual Experience

• Wednesday November 10 – Friday November 12

If you have not yet registered for the VLBM, you may register at: https://conferences.shrm.org/VLBM
Framework: Campaigns and Content Focus for Fall 2021 into 2022


Now More Than Ever

Culture
- Data and Content

DEI
- DEI Data and Content
- Together Forward @ Work

Talent
- Employing Abilities @Work
- Veterans @Work
- Getting Talent Back to Work
- Covid & Talent Tsunami
- Benefits

Mental Health
- Mental Health Data and Content
VLRC - Volunteer Leader Resource Center

Now More Than Ever | SHRM
VLRC - Volunteer Leader Resource Center

Now More Than Ever | SHRM
I pledge to speak up when I don’t feel comfortable or when I hear others make inappropriate comments.

We pledge to stand together and talk about our differences openly and respectfully, always.

I pledge to implement blind hiring practices at my company.

shrm.org/togetherforwardatwork
Declare your specialty and stand out from your peers

**SHRM SPECIALTY CREDENTIALS**

**SHRM**
- TALENT ACQUISITION SPECIALTY
- PEOPLE ANALYTICS SPECIALTY
- CALIFORNIA LAW HR SPECIALTY
- HR DEPT. OF ONE SPECIALTY
- U.S. EMPLOYMENT IMMIGRATION SPECIALTY
- INCLUSIVE WORKPLACE CULTURE SPECIALTY

**COMPLETE**
- the specialty-specific SHRM seminar (in-person or virtually)
- the specialty-specific SHRM eLearning modules
- a multi-question online knowledge assessment

**PASS**
- a multi-question online knowledge assessment

[shrm.org/specialtycredentials]
GET THE RIGHT TOOLS FOR THE JOB
THE SHRM MEMBERS-ONLY DE&I ACTION-TO-CHANGE TOOLBOX

With one click, learn to construct more-inclusive workplace cultures with a turnkey solution that includes:

• Conversation starter cards

• An HR resource guide

• An inclusion playbook

• Plus more
Looking for Diversity, Equity & Inclusion Speakers?
Explore the SHRM Speakers Bureau

The SHRM Speakers Bureau offers top tier professional voices who are on the front lines of the most pressing workplace issues of the day.

MORE AT: https://speakers.shrm.org/
Building Inclusive Workplaces

Our programming and resources are educating and empowering HR professionals to hire diverse talent. We’re working with HR professionals to build inclusive workforces and advance high-potential labor forces.

More at >> shrm.org/foundation
BEST PRACTICE SHARING

Brad Dalton
Senior Manager People Partner, Google
braddalton@google.com
A diversity narrative is an **authentic** and **personally meaningful** way of **mobilizing others** to **act** for diversity, equity & inclusiveness.

- **Authentic** | Tells us about your journey - how you got to where you are now
- **Balanced** | Engages the head (logic) and heart (emotions, connection)
- **Powerful** | Easy to remember and builds connection
- **Inspiring** | Sparks action in others and drives real change
What do you want to accomplish through telling your diversity narrative?

Public leadership requires the use of both the “head” and the “heart” to mobilize others to act effectively on behalf of shared values.

It engages people in interpreting why they should change the world – their motivation and how they can act to change it – their strategy.

Public narrative is the “why” – the art of translating values into action through stories.
# Diversity, Equity, & Inclusion Best Practices

Business imperatives that improve outcomes for employees, products or services, and customers or users.

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<tr>
<th>Education</th>
<th>Sponsorship</th>
<th>Allyship</th>
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<tr>
<td>Build cultural awareness, recognize and challenge biases, expand current knowledge - i.e. racial equity, inclusive cultures at work. Start or extend your education journey to learn more.</td>
<td>Provide access to your professional capital or ask for access (time, reputation, authority, relationships, visibility, etc). Raise difficult or personal topics, and make bold moves.</td>
<td>Recognizing unearned advantage you receiver from society’s patterns of injustice, and taking responsibility for changing these patterns. Commitment to solidarity, taking risks to disrupt systems of oppression through regular action.</td>
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Then...

Practice

• Identify short and long-term strategies and goals
• Consciously support and try alternative approaches to your work both personally and at your organization
• Empower and encourage others around you

Champion

• Ensure things in your view, power or ability to influence are equitable and provide access to all
• Improve and advocate wherever possible
• Educate others, ask questions, stay curious
IMPORTANT DATES
Key SHRM Hosted Events for 2021

INCLUSION
October 19–21, 2021
Mark Your Calendars!
2021 Diversity, Equity & Inclusion CLA Webcasts

All webcasts will be held at 4:00pm ET
* Dates are subject to change

* December 8, 2021

Find Information on the VLRC
community.shrm.org/vlrc/leadership/webinars
DE&I CORE LEADERSHIP AREA (CLA) STAFF LIASONS

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We couldn’t do it without YOU!