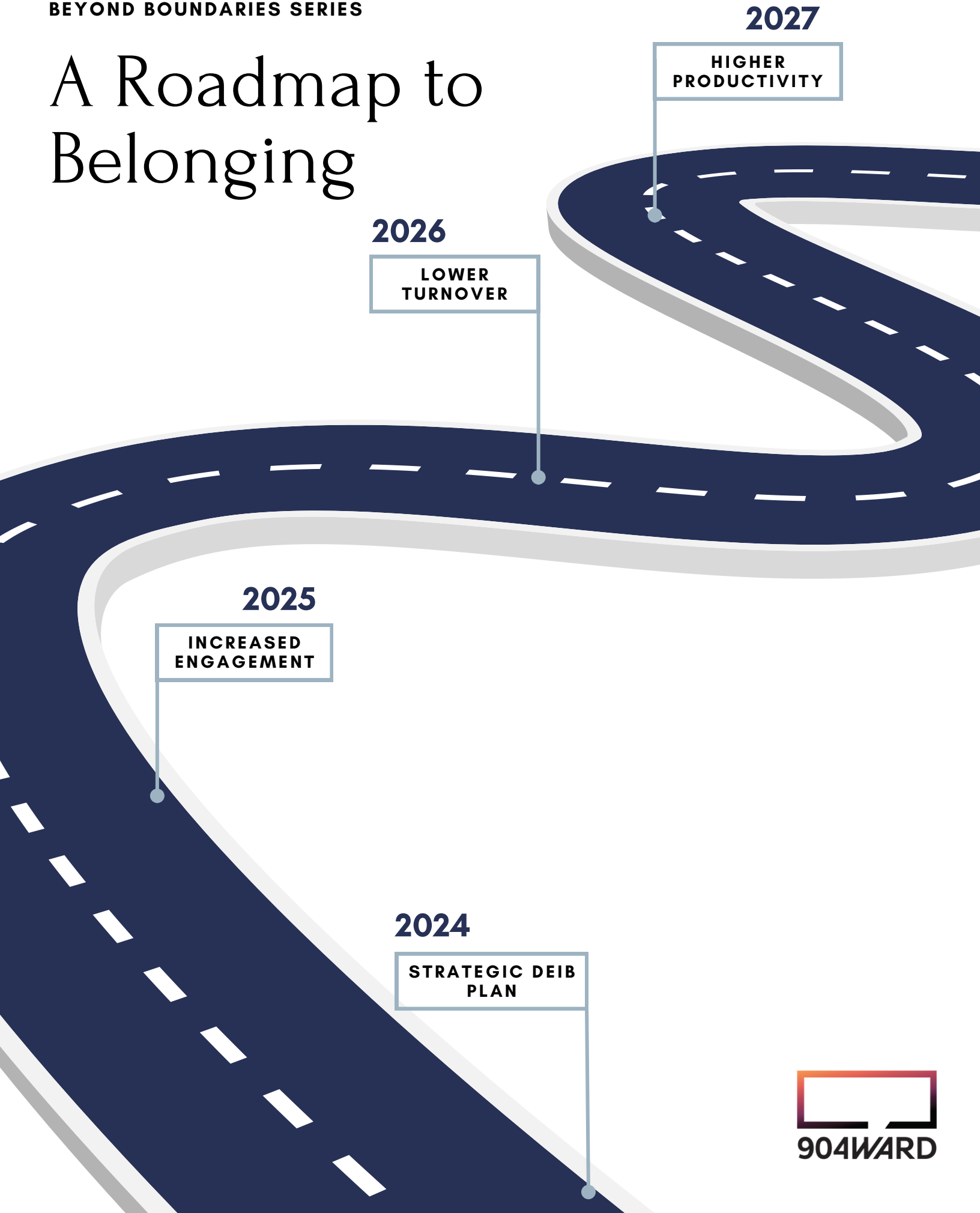


A Roadmap to Belonging



2027

**HIGHER
PRODUCTIVITY**

2026

**LOWER
TURNOVER**

2025

**INCREASED
ENGAGEMENT**

2024

**STRATEGIC DEIB
PLAN**

Making the Case

Why should we even go on this trip?

While journeys and trips seem like a good idea for a myriad of reasons, everyone is not going to be eager to go.

It is critical to be able to make a business case for your trip to Belonging. Below are some reference articles you can use to make your case:

[Forbes – Why DEI Is Important for Businesses](#)

[Harvard Business Review – How Investing in DEI Helps Companies Become More Adaptable](#)

[McKinsey – Diversity Wins](#)

[McKinsey – How Diversity, Equity & Inclusion Matter](#)

[McKinsey – Why Diversity Matters Even More](#)

[Pew Research Center – Diversity, Equity & Inclusion in the Workplace: A Survey Report](#)

[Society for Human Resource Management – The Role of DE&I in a Strong Company Culture](#)

[University of Pennsylvania – Why DE&I Matter Are Important for Company Culture](#)

Destination

Where are you trying to go?

Before starting your journey to Belonging, you need to have a clear and shared understanding of where exactly you are trying to go. Do you want greater racial diversity in applicants and hires? Do you want to address pay equity? Are you looking to decrease turnover? Do you need to have a better system to grow people in your organization? Being clear on where you want to go provides a much better likelihood of you getting there.



What is my top priority?

Destination Statement

The goal for my organization is to _____
to achieve belonging. In order to do this, we must _____

_____. &

Where are you trying to go? Describe what the destination of Belonging looks like for your organization.

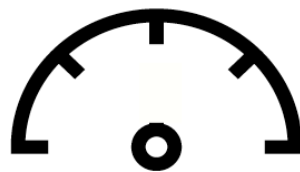
What will you be looking for? What will help you determine success?

Success Determinants	How you will measure

Trip Research

Build a Dashboard

1. Consider target groups.
2. Determine who has access to the dashboard (Are there different versions?).
3. Determine what data and metrics you will use.
4. Choose your labels carefully.
5. Where are your red, yellow and green areas?
6. How will you present the data?
7. How often will you update it? How often will you review it?
8. How will you use it to drive change?



Packing List

What tools do you need to take? Think through the needs you will have – training, technology, data collection and management, information – and make sure you have all of the things you need to ensure a successful trip.

[Nonprofit Center of Northeast Florida](#)

Survey Resources

[Questions for Work Culture Surveys](#)

[Questions for DEI Surveys](#)

[Culture Amp](#)

Education

[D&I Certification at Cornell University](#)

[D&I Certification at Stanford University](#)

[D&I Certification from HRCI](#)

[SHRM Inclusive Workplace Culture Specialty Credential](#)

Consultant Services

[904WARD](#)

[All Things Diverse](#)

[Special Project Partners](#)

Dashboard Tools

[HireRoad](#)

[BareMetrics](#)

[iDashboards](#)

[Sisense](#)

Trip Attendees

Who is traveling with you?

Who is on the trip and how well they are prepared to travel will have a tremendous impact on how effective your trip is and how likely you are to arrive at your destination. Planning for the needs of your attendees is a key factor in making that happen.



Who are the mandatory attendees?

Who are the backseat drivers?

Who are the potential detailers?

Who (or what) are your sacred cows?

All Trip Participants

Who are the groups you are taking and what do they need for you all to arrive?

Attendees	Needs to Be Successful

Vehicle Selection

Terrain Check

How receptive is your organization to change?

How much support will you have from the board and senior leadership?

How open is your organization to the values of diversity, equity, inclusion, and belonging?

How great is your organizational capacity to engage in this work for a sustained period of time?

Vehicle Needs

Select the vehicle based on the greatest need you have currently.

- Compact Car (a small group to travel a short distance)
- Van (a group that needs room for engagement & bonding)
- Tour Bus (a group that needs education and exploration)
- Jeep (for traveling over rough or uncharted terrain)
- Box Truck (for carrying organizational or employee baggage)
- Classic Car (for a group that is challenged to do it a new way)
- Motorcycle (for solo riders, at least initially)
- Sports Car (for a group that is raring to go and go quickly)
- Van with a Lift (for groups that will need assistance to go)

Bucket List

What are your "must dos?"

What are the things that must be included or achieved on your journey to make it seen as viable, allow it to move forward, or be seen as a success? Who are all of the people who need to answer that question?

Bucket List Items

Must-Dos	For Whom

Trip Goals

Organizational Goals

List your top five organizational goals.

Trip Goals

List five sample trip goals that support the organizational goals listed above.

Rules of the Road

Between social media, word of mouth, and general misinformation, there are a lot of rumors about what is and is not legal regarding diversity, equity and inclusion. Be sure you stay updated on the facts and share them broadly with your team. The best way to combat misinformation is to establish yourself as a provider of correct, unbiased facts.

[Washington Post article – Appeals Court Blocks Florida's Stop W.O.K.E. Act](#)

[A Complete History of the "Stop W.O.K.E." Act](#)

[Fisher Phillips Law Firm – What Employers Need to Know](#)

But Still Understand the Landscape

While the Act may no longer be in effect, the sentiment that brought it to life is still strong. To properly prepare for this, we recommend you do a few things:

1. Know your board and senior leadership's position and tolerance for risk.
2. Watch your language. Language matters.
3. Avoid making trainings mandatory.
4. Devise your trainings so that your participants have more opportunities for input.
5. Communicate, communicate, communicate!
6. Be transparent even about not being able to be transparent.
7. As you move along your trip, update your team.
8. Have ways to get feedback and input.
9. Make your trainings fun!
10. DEI is for everybody. Make sure everybody is included.