

DIVERSITY STRATEGY WORKSHEET

Use this as a diversity strategy framework. You can fill it in as the course progresses and use it to help develop your strategy.

[Company]: Diversity Recruiting Strategy

Problem Statement:	
Why does DEI specifically matter to [Company] and our product?	
How we define diversity: (e.g. specific demographics)	

Evaluating Focus Demographics

	Demographic #1	Demographic #2	Demographic #3	Demographic #4
Quantitative				
Current Employee Population %				
Addressable Market %				
Peer Companies %				
Qualitative				

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x.ai (2021)

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[Company]: Diversity Recruiting Strategy

Problem Statement:	The success of our company depends on our ability to hire top talent into diverse team and ship product quickly. We are at a size and stage of company where if we don't make meaningful progress towards diversifying our teams, we may never able to recover.
Why does DEI specifically matter to [Company] and our product?	Our mission is to deliver the life changing widgets at the right time to our users. To fulfill that mission we need diverse teams working together to build the best products that are representative of our customers. We also believe we have a moral obligation to provide access and opportunity to populations who have been historically and systematically excluded from our industry.
How we define diversity: (e.g. specific demographics)	Women in Engineering Black and LatinX Company Wide Black and LatinX in Tech Women in Leadership roles (Level y+)

Evaluating Focus Demographics

	Women Engineering	Black and LatinX Companywide	Women in Leadership	Demographic x...
Quantitative				
Current Employee Population %	10%	4%	35%	
Addressable Market %	18%	12%	40%	
Peer Companies %	20%	10%	29%	
Qualitative				
	Our engineering population isn't close to resembling the market we're building our products for	Biggest area of opportunity; employees want more focus in the wake of recent events	An area where we can lead; with two females at C level, we have a good start	

DIVERSITY STRATEGY FRAMEWORK

Recommended Area of Focus

	Demographic #1	Demographic #2	Demographic #3
Employee Demographic Goal			
Hiring Rate Goal			

Tactic Supporting Goals

	Hiring Goals	Tactic
Women in Engineering		
Black and LatinX Companywide		
Women in Leadership		

What is needed? (resourcing ask, and commitment ask from biz. etc)

Executing the strategy? (key stakeholders, measuring progress)

Recommended Area of Focus

	Women in Engineering	Black and LatinX Companywide	Women in Leadership
Employee Demographic Goal	15%	8%	37%
Hiring Rate Goal	26% 10/39	16% 6/55	67% 4/6

100 -> 150 ee's with 5% attrition: 55 gross hires; 70% eng; 20% Leadership

Tactic Supporting Goals

	Hiring Goals	Tactic
Women in Engineering	10	<ul style="list-style-type: none"> • Apprenticeship program in eng • Diverse slate commitment • Highlight female engineers on eng blog • Invest in top of funnel strategic sourcing
Black and LatinX Companywide	9	<ul style="list-style-type: none"> • Partner with /dev/color (eng) and Jopwell (biz) • Invest in top of funnel strategic sourcing • Emphasize and prioritize URM candidate referrals • Goal managers on introductions that expand their 1st degree networks. • Allocation x% sourcing effort towards top of funnel sourcing and outreach activities.
Women in Leadership	4	<ul style="list-style-type: none"> • Implement Rooney Rule for roles Level y+ • Leverage x & y at C Level for press features and candidate engagement • Set SLAs with external firms

What is needed? (resourcing ask, and commitment ask from biz. etc)

- **Resources:** x# of sourcers
- **Tools:** invest in Textio, Gem, etc.
- **Partnerships:** \$xxx to partner with external community partners, a, b & c
- **Time:** Hiring manager and interviewer training; goal of 1 informational "coffee" / week with URM or female leader in industry (Leadership); Commitment to Rooney rule and exceptions process

Executing the strategy? (key stakeholders, measuring progress)

- Input on goals and strategy from ERG leaders, VP of Eng and Exec team
- Kick-off at all hands by CEO: why DEI matters, how we're defining it and the strategy for diversity recruiting for this year, half or Q
- Cascading goals from Execs -> Hiring Managers (as part of regular OKRs e.g)
- [time period] updates on progress to leaders and company as a part regular biz goals/objectives