CRAFT A DEIA STATEMENT

OVERVIEW

A DEIA Statement speaks to your organization's commitment to diversity, equity, inclusion, and access (DEIA) and how your organization advances DEIA through the work you do each day.

LEVEL SET

The statement should . . .

- Reflect on your organization's identity (mission, vision, values, etc.)

- Be the "north star" for your strategic areas of focus (priorities and associated initiatives)

- Be supported by stories and scenarios that give employees a picture of what it will look like once activated

- Be 35 words or less, or two to three sentences that can be used in collateral or on posters in the organization

- Be written in first person at an 8th-grade or lower reading level

- Be free of buzzwords, jargon, or vague sentences

BRAINSTORM

Here are a few questions to spark your creativity to help you formulate your statement.

- Why do diversity, equity, inclusion, and access work matter to you?

- How have you prioritized and valued diversity, equity, inclusion, and access in your organization? Does that need to change? If so, how?

- How have you shown commitment to diversity, equity, inclusion, and access beyond your workplace? Does that need to change? If so, how?

- How do you envision this commitment will develop in the future?

- When we're wildly successful at DEIA in the future, what will we see, feel, and hear? Describe the following.

  - Customer experience

  - Employee experience

  - Supplier experience

  - Competitor's view of your organization

  - Community's view of your organization

- What will your workforce look like?

- What will your philanthropic giving look like?

- What will supplier diversity look like?

SUMMARIZE

Using the answers to the questions, do the following.

- Revisit the LEVEL SET section of this document.
- Identify keywords and themes.
- Distill those keywords and themes into 1-3 sentences. Use present tense, clear, concise, jargon free language, and make it inspirational.

RESOURCES

[10 Examples of Awesome Inclusion Statements](#)

[Promises and Pitfalls of Diversity Statements: Proceed with Caution](#)

[25 Examples of Awesome Diversity Statements](#)