

# The Business Case for Diversity, Equity & Inclusion: Culture & Call to Action

Presented by Inforum Board members:

Trina Scott, Chief Diversity Officer at Quicken Loans & The Family of Companies

Lynnette Collins, HR & DEI Executive/Consultant

## Culture-isms

- Make diversity and belonging a key part of your whole organization's culture (not just individual departments or divisions)
- Include the entire staff, not just under-represented populations, in programs
- Use employee engagement surveys to candidly assess culture across all elements of diversity
- An example: Open Doors, Open Minds, Open Culture as an operating fundamental

## Call to Action

- Define the business case for your organization
  - Link this to your company strategy
  - Evaluate and act on your customer and employee data
  - Identify and prioritize your areas of focus
  - Understand how every business decision connects to D,E & I
- Determine the imperatives linked to your company strategy and culture
  - Prioritize your portfolio
  - Keep your focus
  - Be careful to engage both leadership and employees
  - Infuse strategy into recruiting, hiring, promoting and developing staff
- Continue to tailor your initiatives for impact
  - Communication is key