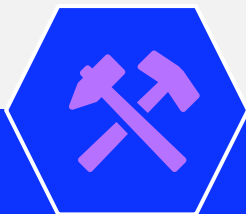


MEASURING THE SUCCESS OF YOUR DE&I INITIATIVES – TIPS AND TRICKS TO ACHIEVE PRACTICAL STEP 8



Actions speak louder than words! Take initiative and try something!



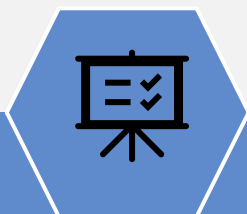
Tools to measure success

- Remember [Practical Step 8](#) - ensure that assessment, measurement and research regarding D&I guide your decisions.
- Use tools fit for your focus areas, goals, & more practically, internal set-up.
- Tools include metrics, engagement surveys, pulse surveys for trend-spotting.
- A good 'feel' for success comes from seeking feedback and listening to the experience of the team, e.g. regular 1-1s, observing behaviours at the workplace.



Designing DE&I surveys

- Just get started! Designing a survey involves some trial and error. Keep an open mind and tweak and adapt as the process goes along. Learn from previous surveys.
- Keep it simple (~5 questions) and with clear DE&I definitions. Refer to the [Metrics Collaboration Taskforce](#) for sample definitions.
- Include open-ended questions for participants to elaborate on what matters to them. Create a meaningful survey, not a "check the box" exercise.



Defining KPIs and goals

- Strike a balance between long-term big audacious goals and immediate smaller targets.
- Consider setting regional and enterprise-wide targets which cascade to all teams.
- Use both standard top-down targets and goals and invite a grassroots approach within smaller teams to help foster positive experiences. Ensure these targets are easy to understand and can be clearly communicated.



Related challenges

- Be aware of legal hurdles. Data privacy considerations are important for survey design and using and processing survey data.
- Be mindful of cultural perceptions and sensitivities. This can be especially challenging when global companies create surveys.
- "Survey fatigue" is a real condition! Sometimes we are inundated with surveys in large organisations and being mindful of timing helps secure high levels of engagement and meaningful feedback.



Using survey data

- Data is a great starting point! Use it to shape existing programs, design new programs, and fill gaps.
- But don't look at data alone – also have personal discussions to truly understand it.
- Securing buy-in from senior leaders and converting into meaningful action is key.
- Communicate to employees the "why" behind the DE&I surveys, initiatives and goals. Partner with HR to drive employee engagement.



Internal and external impact

- Building an inclusive culture, creating and fostering dialogue help create a high performing organisation.
- Consider whether your KPIs and goals can be shared externally. These can have a considerable impact on public perception of whether a company is an employer of choice. Consumers are also increasingly value-driven. Finally, investors are pressing for DE&I data and Boards are being held to account.