

**DIVERSITY AND INCLUSION IN THE WORKPLACE HAVE BECOME INCREASINGLY IMPORTANT TO BOTH SMALL AND LARGE EMPLOYERS, LOCALLY AND ACROSS THE COUNTRY. HAVING A DIVERSE WORKFORCE BRINGS NEW PERSPECTIVES AND IDEAS TO YOUR BUSINESS, AND PRIORITIZING D&I CAN HELP ATTRACT TOP TALENT TO YOUR COMPANY.**

So how do you get started? The Greater Phoenix Chamber knows that embarking on this journey isn't easy. Implementing D&I strategies takes time and effort. The good news is you don't have to be a large company with a Chief Diversity Officer on staff to get started! You will need buy-in from your leadership, and at least one team member willing to learn best practices and begin implementing them within your organization.

The Chamber's D&I Committee, comprised of diversity, equity, and inclusion professionals across various industries, have developed this toolkit to help your company begin your journey.

Before you jump in, we want you to know a few things about the toolkit and building a D&I program within your company.

Ready to get started?

Great! The implementation page walks you through some initial thoughts to begin your journey.

- Review the full toolkit to gain a better understanding of what it has to offer
- Share the information with key members of your team who will be a part of the process
- Pick one area to begin focusing on. Read through that section and, with your team, begin to develop a plan to incorporate those practices into your business.

The toolkit is available for everyone! It will be available via the Chamber website as well as a comprehensive PDF. The Chamber will host quarterly forums, facilitated by D&I professionals, where tips and best practices will be shared. These forums will allow you to ask questions and discuss challenges and successes with other businesses starting this journey as well.

You may submit questions through our online form, or to [DEI@phoenixchamber.com](mailto:DEI@phoenixchamber.com), and a Chamber staff member or representative from the committee will contact you within 2-3 business days.

We're excited that you are committed to a more diverse and inclusive work environment. Our business community's continued growth in this area will make Phoenix, and Arizona, an even better place to live, work and do business!

## WHAT IS THIS TOOLKIT?

This D&I toolkit is...

- Designed to be a starting point for your company
- Meant to be an ongoing process and engage your entire team
- Intended to promote awareness through relevant examples
- Likely to help you improve your workforce and your bottom line

This toolkit is not...

- Completely turnkey. The concepts in the toolkit will enable you to begin the process, but your company will have to put in the work to implement new practices to achieve your desired results
- Meant to be tackled all at once. We recommend picking one area of focus and begin integrating it into your company
- Going to change your business overnight. There is no check list for D&I. But it WILL get you started down the right path, one positive change at a time

## THE PROCESS

Defining your company's current status is key to choosing your priorities and customizing your implementation strategy.

- **COMPANY CULTURE ASSESSMENT**  
Assess your current status on the diversity & inclusion matrix to analyze your company objectively.
- **CHOOSE YOUR PRIORITIES**  
Use your current status on the diversity & inclusion matrix to define where you want to be in a reasonable timeframe.
- **IDENTIFY RESOURCES**  
Identify the toolkit components you need to achieve your company's goals and assign roles for the implementation of each component.
- **DEFINE YOUR TIMELINE**  
Define an achievable timeframe for implementation, evaluation, monitoring, and measuring success.
- **GET YOUR TEAM ONBOARD**  
Leadership buy-in is crucial for employee participation and achieving your goals.
- **JOIN THE CONVERSATION**  
Participate in knowledge-sharing sessions to learn best practices and secrets to success supporting your company's growth in growing diversity & inclusion.
- **MEASURE YOUR SUCCESS**  
Choose achievable KPIs to measure your progress based on your individual company's diversity & inclusion goals.

## THE FORMAT

Each toolkit component contains a standardized, easy to follow format for defining the principle, explaining the rationale behind its importance, how to implement the principle, and measure the outcomes.

**WHAT? | WHY? | HOW? | MEASURES OF SUCCESS**

## RESOURCES

### TOOLKIT COMPONENTS



#### IMPLEMENTATION & ASSESSMENT

Process overview and how to define where to start on your company's journey.



#### ROLE OF CULTURE

Company culture is often described as "the way we do things around here."



#### UNCONSCIOUS BIAS

Self-awareness is the key to avoiding stereotypes.



#### ROLE OF EMPLOYEES

Employees need a clear understanding of diversity goals & vision and have an inclusive mindset to learn and practice inclusive behaviors.



#### RECRUITING

Develop an intentional and holistic strategy including attracting, hiring, promoting, and retaining diverse employees.