

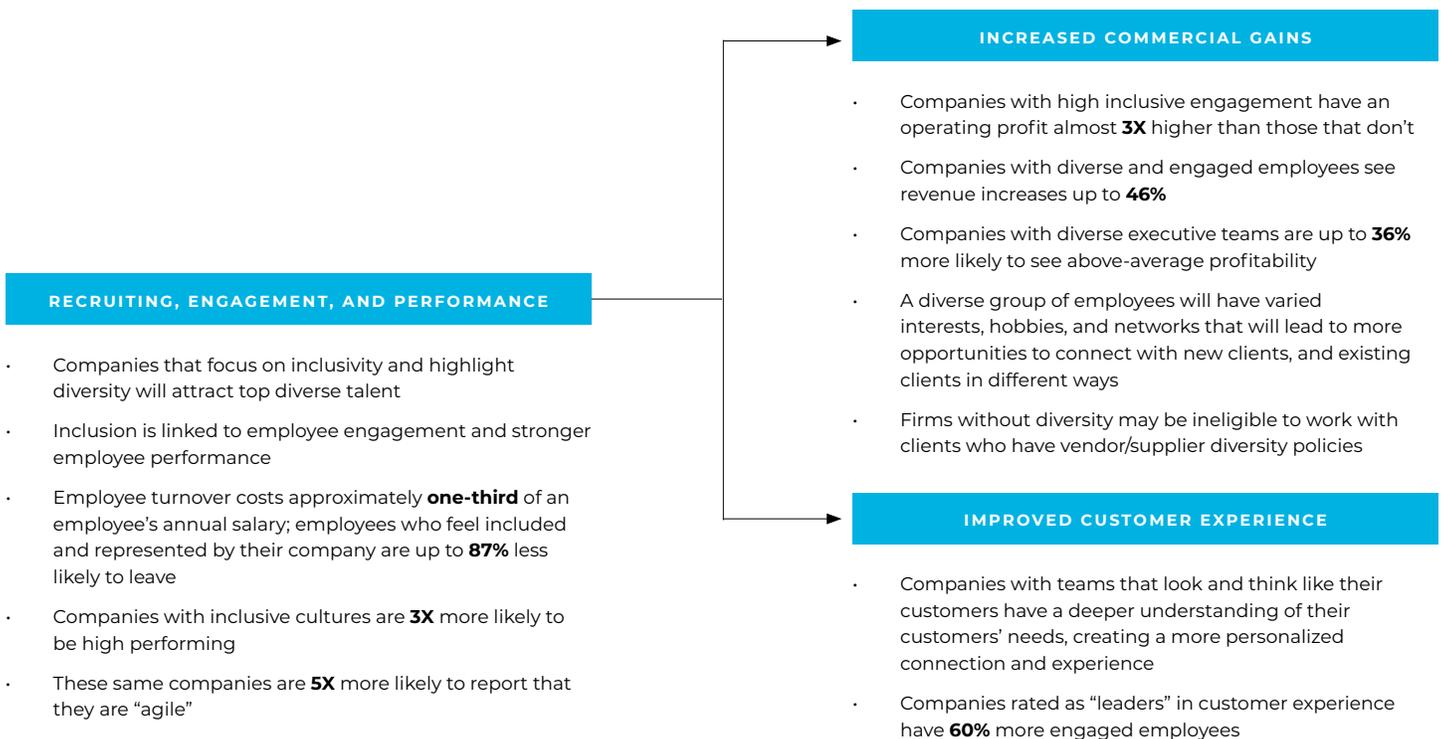
# Assessing and Embedding Diversity, Equity, and Inclusion

Top talent is always in demand. The increasingly global and multicultural nature of employees, customers, suppliers, and strategic partners drives a need for a brand identity that can be achieved through a diverse, inclusive workplace. Diversity, Equity, & Inclusion (DEI) provides a competitive advantage and can lead to innovative ideas and solutions.

<p><b>WHAT IS DEI?</b></p>	<ul style="list-style-type: none"> <li>• Diversity is the representation of many different types of people (gender, race, ability, religion, etc.)</li> <li>• Inclusion is the deliberate act of welcoming diversity and creating an environment where all people can thrive and succeed</li> <li>• A diverse workforce combined with inclusive practices leads to true equity</li> </ul>
<p><b>HOW DO YOU ASSESS DEI?</b></p>	<ul style="list-style-type: none"> <li>• Jabian's DEI maturity matrix assesses the robustness of an organization's DEI practices</li> <li>• The assessment helps outline the roadmap to building a more diverse and inclusive organization and employee and customer experiences</li> <li>• The maturity matrix, combined with input from "on the ground" stakeholders, provides robust insights into the current state's strengths and opportunities</li> </ul>

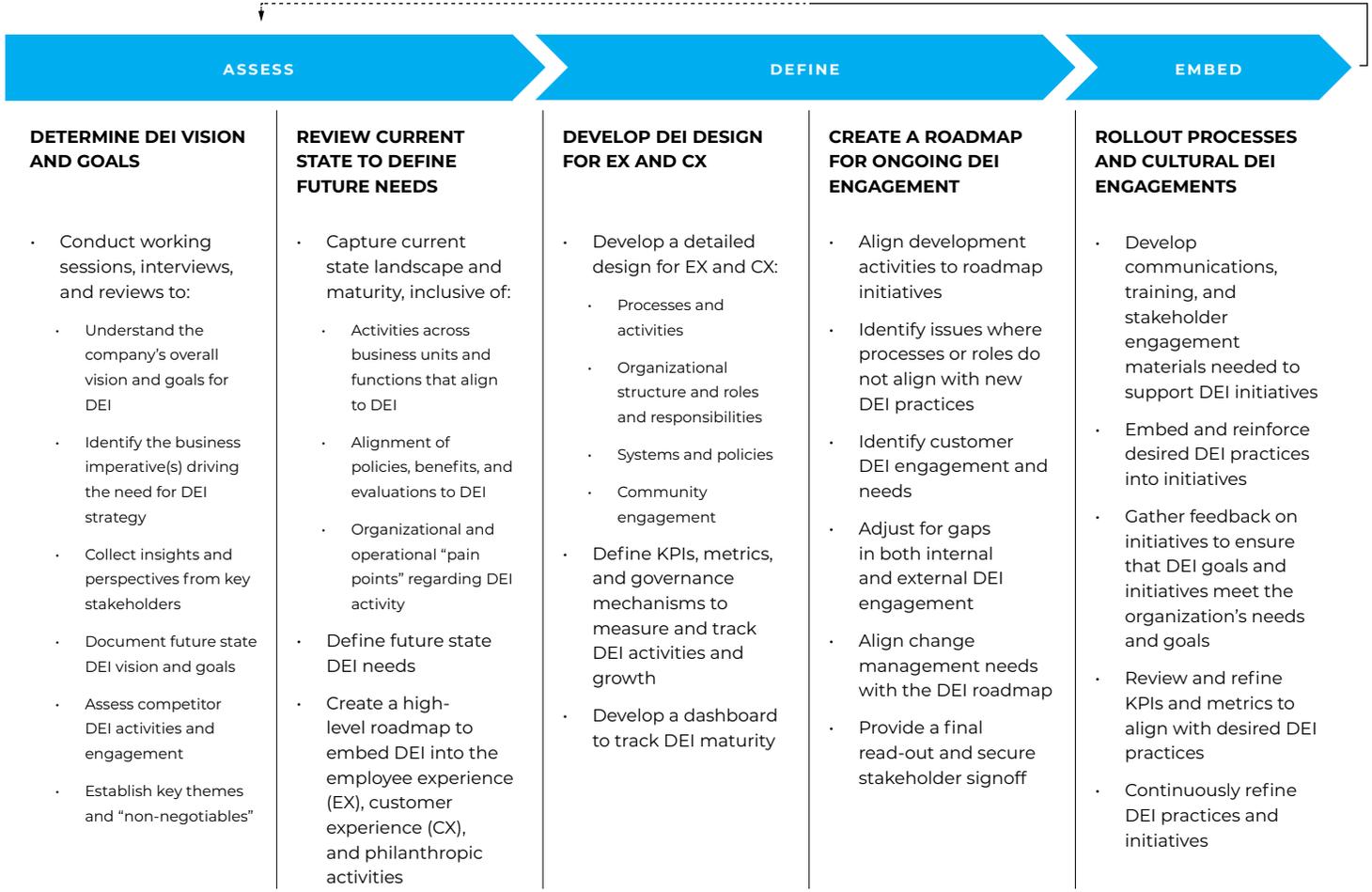
## HOW DEI DRIVES BUSINESS SUCCESS

Diversity and an equitable, inclusive environment enable businesses to look and think like their customers and communities.



# HOW JABIAN ASSESSES AND EMBEDS DEI

Jabian partners with clients to create a strategy that embeds DEI into the organization's DNA.

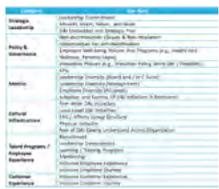


**BUSINESS OUTCOMES**

- DEI is embedded into the organization's DNA within both the customer and employee experience
- Employees understand how DEI is a differentiator in recruitment, retention, and customer acquisition
  - DEI is positioned as a brand and competitive advantage

**EXAMPLE TOOLS AND WORK PRODUCTS**

**ASSESSMENT INTERVIEWS AND SURVEY QUESTIONS**



**MATURITY LEVELS**



**MATURITY ASSESSMENT**



**STRATEGIC DEI ROADMAP**



**DEI DASHBOARD**



Jabian assesses and embeds DEI across the organization, from strategic leadership to policy and governance through the employee and customer experience.

**JABIAN IS HERE TO HELP**

Our methodologies and tools enable us to partner with clients to assess your DEI needs and prioritize capability improvements. If you are interested in learning more, contact us at [insights@jabian.com](mailto:insights@jabian.com).

