Jarmila Yu, Teams Resourcing & D&I Expert, B2B Marketing
June 2022

MODEL:

Building Sustainable & High Performing Marketing Teams – Diversity & Inclusion

Audit

Ask: where are you now and where do you want/need to be vis-à-vis Diversity & Inclusion?
- Topics: Recruitment, Onboarding, Engagement, Recognition, Retention & Reward. Health & Wellbeing. Feedback.
- Assess the data and see what it is telling you about your team / department / function / organisation / customers.
- Discover the trends or patterns that may exist and explore what's causing the trends or patterns.
- Define what Diversity & Inclusion signifies for you / your team / department / function / organisation / customers and outline the business case for why a "plan for change" is required.

Align

Ask: who are all the relevant stakeholders and allies needed to support a shift in Diversity & Inclusion?
- Topics: Leadership. Employee Engagement. Mission, Vision, Values, Purpose. Health & Wellbeing. Employer Branding.
- Collect all the key parties together to start the discussion.
- Share the data and your initial findings and suggestions; seek input and jointly set the focus, direction, goals, targets and timeline.
- Align around an agreed shared "plan for change".

Activate

Ask: what's needed in order to really effect the shift in Diversity & Inclusion that's needed?
- Topics: Role Models. Mentoring. Coaching.
- Source best practice examples and professional support to validate your "plan for change".
- Refresh existing policies, processes & programs (e.g. supporting talent attraction & retention) communicate the "plan for change".
- Identify key personnel to lead from the front and demonstrate the "plan for change" in action.

Assess

Ask: what's working (and amplify it) and what's not working (then adjust it)?
- Topics: Business Resilience. Employee Networks. Talent Strategy & Plan.
- Seek out initial results and communicate these to inspire and encourage further progress.
- Ensure everyone is included in providing feedback.
- Develop new policies, processes and programs based off learnings to take you to the next level.

Advocate

Ask: what else can you do to further embed Diversity & Inclusion?
- Topics: Brand Messaging. Internal & External Communications. Recognition.
- Evaluate what your data now tells you, and what you can do next.

PROPOLIS

To learn how to implement this model into your Marketing Strategy, contact our Customer Success Team here

PRODUCED BY B2B Marketing