

When it comes to DEI, Transparency Matter

Friday, June 28, 2024

Diversity, Equity, and Inclusion, or commonly known as DEI, can offer an organization regardless of the industry access to untapped markets, talents, and potential revenues. On the other hand, DEI has been challenged by those who feel that the initiative promotes divisiveness and lower standards. While the debate over DEI is ongoing, the key thing that every organization needs to practice is transparency.

Why Transparency Matters?

Transparency of your organization's DEI efforts promotes accountability and responsibility. With the growing backlash and waning support for DEI, your organization needs to provide the public, supporters, and critics with specific information that shows the work and results of DEI efforts. The old adage of facts matter and number do not lie holds true for showing an organization's DEI efforts. For organizations with DEI initiatives, it is better to practice transparency.

Key Areas Where Transparency In DEI Initiatives Matters

Many organizations demonstrate DEI efforts through various events, seminars, postings, etc. However, the DEI efforts do not matter if your organization is not transparent in the areas of management and contracting. Many organizations tend to focus on the community or support aspects of DEI efforts. However, not paying attention to the management and contracting aspects that involve DEI is a big mistake for your organization. Both of these areas involve decision-making roles that impact everything from hiring to potential business opportunities.

The lack of transparency in the management and contracting exposes your organization to blind spots into untapped markets, groups, and other opportunities. Unfortunately, many organizations in different industries do not take an assessment of these blind spots in its DEI initiatives. And if you think your DEI initiatives do not have blind spots or lack transparency, you may be wrong and setting your organization for more scrutiny.

Questions To Consider When Promoting Transparency In DEI Initiatives

The promotion of transparency in your DEI initiatives in the management and contracting areas of your organization can help address those potential blind spots and get ahead of any scrutiny. To help promote transparency in your DEI initiatives, you should consider the following:

- Does the information exist?
- How detailed is the information (e.g., do you use general categories such as Hispanic or more specific categories such as Mexican, Puerto Rican)?
- How easily available is the DEI information related to management and contracting for individuals to get (e.g., designated location on your website, formal request)?

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- How current is the information?
- How often is the information updated (e.g., monthly, quarterly, annually)?
- Who can access and view the information?
- What actions will your organization take to address areas of improvement?
- How well do you communicate the information to the public?

These questions are not all inclusive, but provide you with a starting point for thinking about how to promote and practice transparency in DEI initiatives. This is important when it comes to DEI in your organization's areas of management and contracting. The more questions you ask and answer, the better you and your organization are in creating a plan of action in promoting transparency in DEI initiatives.

Takeaway

DEI can be an important part of many organizations' strategy of going after untapped markets, talent, and opportunities. However, organizations' DEI initiatives are facing growing threats and challenges to its relevancy. Advocates and organizations will need to provide more transparency of their DEI initiatives to show the impact and results. Transparency helps you and your organization identify the strengths and areas in need of attention. This is helpful in management and contracting since these areas involving the critical decision-making and financial aspects that impact your organization. As part of promoting transparency of your DEI initiatives, make sure that you ask the right questions and provide the right answers. Doing so will help show that your DEI initiatives in management and contracting are working and those efforts are communicated to the public.