

DEI  
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TABLE.

# Building a sustainable strategy



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the mind  
takeaway.

  
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# Introduction



This report was produced by capturing the thoughts, feelings and experiences of everyone who attended The DEI Roundtable event hosted by the wonderful DoctoLib in Berlin on Thursday 13th June 2024.

I'm Lisa Bartlett, the co-founder of The DEI Roundtable community and European Director for Talent, a digital recruitment agency and digital transformation business. I would first like to say a massive thank you to our event partners, without whom this event and this report would not be possible. The DEI Roundtable relies on the generosity of these organisations through donations and event hosting to help curate this great content and continue to build this amazing community.

We would also like to thank our wonderful facilitators, Mark Ivan Serunjogi and Meike Dietzel both of whom lent their passion and expertise to lead really meaningful and insightful sessions.

Our last thank you goes to [DoctoLib](#) for hosting and catering the event, especially Jessy Helen Schüler who has been a big part of our community for a number of years and was an amazing event coordinator and co-host.

We hope you find some of the learnings and insights within this report useful. We would love to get your feedback and ideas via the [DEI Roundtable community on LinkedIn](#). Otherwise please do [connect with me directly](#) - whether it's inclusive hiring or more wider DE&I topics I love to connect with people who share the same passion and challenges that we do.

Hope to see you at our next event!

Lisa Bartlett  
Co-Founder, DEI Roundtable

# Leadership Buy-in

How to get what you need





**The first step in the process is to encourage stakeholders to commit the time and resources to launch and support a sustainable and meaningful DE&I strategy.**

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Make a business case. Approach your request to senior leadership in the same way that other areas of the business would by presenting a meaningful business case. The core elements of a successful DE&I business case should include:

1.

# A clear definition of DE&I and its benefits.

This may sound obvious when you are immersed in the topic but never assume that senior leadership understand the definition of diversity, equity and inclusion and how it relates to the modern workplace. This should be followed quickly by the benefits that it can bring and how it can help the business move closer to its goals.



**2.**

## Outline where you are now.

This should include internal representation across the organisation, representation in leadership, processes and policies. How does this compare to similar organisations within your industry?



3.

# Compliance is your friend

Some of the goals might be non-negotiable and enforceable by legislation. Research the latest government legislation for your region. What responsibilities are placed on employers today and what may be coming in the future? Leaders are often motivated to ensure the company remains compliant with the applicable laws.

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## 4.

# Be clear & specific about what you need.

Your requirements will vary depending on the size of your organisation and your team so it's important to be realistic about what it will take to launch your strategy and drive it across the organisation. You will not be able to activate your strategy without stakeholders across the organisation. Outline your project team and their areas of responsibility. If you are asking for budget to support events, internal activations, software etc get across what budget is already available across other departments for such activities - could some of this be ring fenced to support what you need? Anything to prevent finance adding an additional cost line to the business will aid your chances of success.



# Further readings

- [18 short pitches to convince C-suite](#)
- [How to Build the Business Case for DEI at your Company](#)

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# 20/20 Vision

Creating a DE&I vision statement





# Things to keep in mind:

How do you link your DE&I vision to your company's wider vision statement?

How do you define a vision statement, what does it mean to you?



# The pathway to creating a meaningful DE&I vision statement





1.

# Start with your why & make it relevant.

We all believe that a commitment to DE&I is a noble pursuit with tangible benefits but why does it matter specifically to your organisation? Why now? And what are the immediate priorities, challenges and opportunities?

2.

# Research your company-wide values and mission statement.

How was this created? Who led the development? A better understanding of the wider vision will allow you to ensure that your vision for DE&I supports the wider business goals and objectives.



3

# Find where you are before setting a vision to move forward.

Surveys are a great way to benchmark existing diversity metrics and sentiment across your existing workplace culture but first be sure to speak to different stakeholder groups about their thoughts. Qualitative feedback from diverse voices can help you shape the quantitative data gathering across the wider business.

# 4

## Be inclusive from the outset.

Involve a range of people from the organisation within a focus group to act as a sounding board for your development. Even if it's just for a kick-off session and pre-launch session. Having the thoughts of a diverse range of people within your team contribute to the vision creation increases your chances of it being authentic and helps create advocacy from the outset.

A young man with curly brown hair, smiling, wearing a pink t-shirt. In the top right corner of the image, there is a small circular logo with the letters 'DEI' in pink on a blue background.

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5.

## Use words that inspire.

As with all vision statements the words used should inspire, connect and have meaning for everyone connected with your business. Not all of us are blessed with being great content writers and writing short-punchy vision statements is one of the hardest parts of any content writer's role so consider seeking some assistance from marketing or sourcing some outside help to articulate the vision.

# Further readings

- [How to Write a Diversity, Equity, and Inclusion \(DEI\) Statement](#)
- [9 Inspiring Diversity and Inclusion Statement Examples](#)





# Building a **S.M.A.R.T** DEI Strategy



**Before we launch into the areas of a S.M.A.R.T guide to DEI strategy remember that ‘culture eats strategy for breakfast’.** Both your DE&I and business strategy should be written and communicated across the business and that’s important for transparency but both focus on long-term goals and as such will be open to change. But what both are really trying to influence is your organisational culture. **So start with existing culture.** Your business cannot meet its objectives without creating a healthy workplace culture - articulate how your DE&I strategy will help impact and influence a more productive, accessible and authentic culture in the here and now.



## S - Specific

Be very specific about the goals that the strategy is trying to achieve. Analyze the data that you gathered at the start of the process and commit to the areas that you hope to influence and what you believe will be the benefits to the business in achieving those goals.

## M - Measurable

How can you continue to monitor and evidence your progress? If you have a robust process for data capture already then setting milestones and checking in on your progress should be easy. If not, consider how you will regularly measure your progress and report back to leadership.

## A - Attainable

Often overlooked but whilst it's important to be ambitious don't set yourself for failure. For example if you're a software development company and one of your goals is to increase gender representation within your head office by X is that really attainable? How many gender minorities exist with those skill sets within that specific area? **Speak to Talent and they can find out.**

## R – Relevant

How do the measurable goals that you have set for this strategy move the business closer to its wider business objectives? Here are some practical examples:

- The realization of DE&I outcomes leads to a reduction of headcount turnover, which provides a potential cost saving in recruitment of X.
- Compliance - update yourself on the existing and upcoming legislation. For example, the transparency of gender pay splits is a law in the near future, so how can the investment in your strategy also ensure that the organisation remains compliant?
- Boost to revenue - studies show that Companies with diverse management earn, on average, 38% more revenue than companies with lower diversity. What could this translate to for your organisation?



## T – Timely

- There is no end date for the strategy and it should be a continually evolving journey but it is important to include milestones. Most will choose to do this annually but depending on the size and scope of your business you may choose to create smaller quarterly check-ins with leadership to track progress.
- You should also consider the timing to present your plan and ask for resources. We all believe that every organisation should have a meaningful plan for DE&I but in a difficult economic climate and in the cut throat world of corporate leadership the timing of your pitch to leadership should be well considered.

# Further readings

- It's (past) time to get strategic about DEI
- How to create a DEI strategy: A practical guide for small businesses





# DEI ROUND TABLE.

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