Driving DEE&I Outcomes with Data Analytics

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Over the past year, companies have shifted the way they do business to take a more people-centric approach, notably **prioritizing Diversity, Equality, Equity, and Inclusion (DEE&I)**. Workplace diversity is clearly a priority for employees, as **67% of job seekers** consider workplace diversity an important factor when considering employment opportunities.[1] Furthermore, the positive financial implications are often overlooked: companies with higher levels of racial diversity on average surpass their peers in total revenues.[2] While companies may understand the need for internal change and the associated benefits, they lack a clear path forward on how to make informed, tactical decisions around DEE&I.

Although each organization has its own unique DEE&I challenges, there are critical actions any organization can take to drive DEE&I and monitor its sustainability. This includes *(1) establishing and empowering a dedicated DEE&I Team with data analytics and strategic planning as core competencies (2) implementing a data-centric approach to DEE&I, and (3) publicizing DEE&I metrics to drive internal and external accountabilities in relation to DEE&I goals*. Below you will learn more about each of these steps to improve DEE&I and foster a more **diverse and equitable workplace**.

An Analytical Approach to Supporting DEE&I Success

1

Build and Mature a DEE&I Team

- Develop a team specializing in DEE&I Strategy with the **analytic capabilities** to leverage data to inform strategic applications
- Empower the DEE&I team to **work across the organization**, pulling in stakeholders from HR and the Data Office, in support of driving and informing DEE&I strategy
- Establish recurring check-ins between the DEE&I Team and Executive leaders to discuss **data driven insights, strategic roadmaps, and proposed next steps**

2

Implement a Data-Centric Approach

- Leverage the DEE&I, HR, and Data Teams to **track DEE&I trends and enterprise progress,** implementing predictive analytics where possible
- Analyze **HR metrics** such as demographics, retention, and recruitment with a targeted focus on minority group experiences
- Harness analytics to **track nuanced metrics** such as frequency of promotions, leadership makeup, employee satisfaction, and training uptake

3

Publicize DEE&I Metrics

- Publish DEE&I metrics **internally** and **externally** on a regular basis (quarterly or bi-annually) to provide visibility into DEE&I progress
- **Establish channels** to solicit feedback from stakeholders and **provide forums** for open discussion of published DEE&I metrics
- Openly discuss DEE&I gaps, inform stakeholders of upcoming DEE&I initiatives, and continually **update the company on next steps**

At DayBlink, we recognize that data tells a story and have experience driving HR Analytics and DEE&I initiatives. To learn more about our Organization & People services, please contact Jennifer Mun at Jennifer.Mun@dayblink.com .

[1] https://www.glassdoor.com/employers/blog/diversity/
[2] https://www.asanet.org/sites/default/files/savvy/images/journals/docs/pdf/asr/Apr09ASRFeature.pdf