

# Best Practices From Diversity Top 50

► For D&I staff, HR staff, recruiters, talent-acquisition departments, diversity-council members, employee-resource-group leaders and executive sponsors

## I Leadership Commitment/Diversity Councils

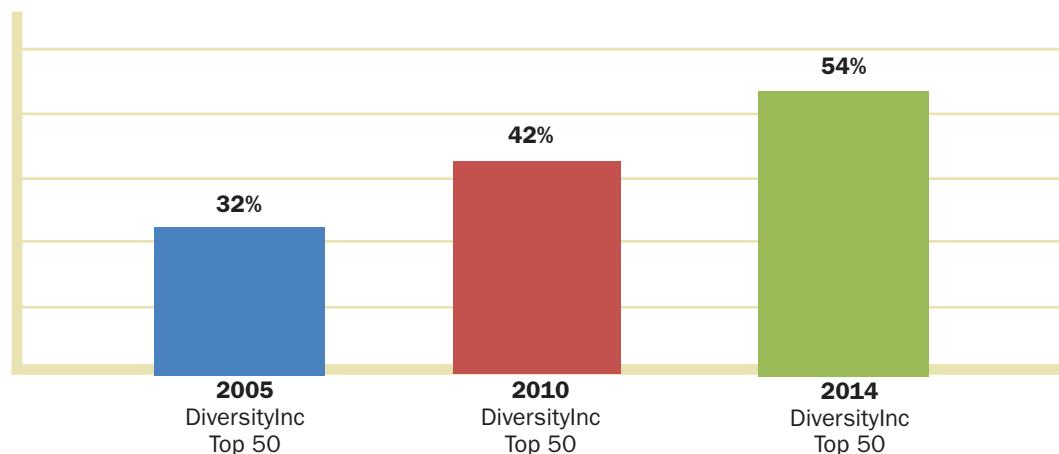
As both Novartis Pharmaceuticals Corporation and EY demonstrate, strong, visible commitment from the top of the organization is vital to the success of your diversity-management progress.

The visibility of that leadership is most frequently demonstrated in strong external and internal communications, especially a quote on the corporate website, and the frequent use of diversity and inclusion in regular business communications as a driver of corporate goals.

Other best practices employed by senior executives at DiversityInc Top 50 companies include frequent (often small-group) meetings with employee-resource-group leaders, being a cross-cultural mentor, being an executive sponsor of an employee resource group, and holding a leadership or board position on a multicultural nonprofit.

The executive diversity council is crucial to establishing goals for the organization, and many Top 50 companies link these goals to executive bonuses or performance evaluations. Even at the largest companies, there is an increasing trend in the number of CEOs who personally chair the diversity council. Fifty-four percent of Top 50 CEOs now do this, up from 32 percent in 2005.

### CEOs Who Chair Diversity Council



### ❓ Guided Questions for Staff

#### » Do you have an executive diversity council? If so, does it actually set and monitor corporate goals?

Too many companies set up diversity councils merely as advisory groups without the power to hold people accountable for results. Whether or not your CEO is willing to chair, the council needs to have power, authority and influence in the organization to accomplish your diversity goals.

#### » If your senior leadership is not involved in diversity and inclusion, how can you get them on board?

What business goals could benefit from a more diverse workforce and leadership? Are their clients, customers, suppliers and investors who would increase business with your company if your diversity efforts and reputation increased?