

1 Dive into Discovery

Engage diverse stakeholders as you assess current state realities, build a compelling case for change, and draw out emerging focus areas.

2 Clarify Your Why

Build a shared understanding of why DEI matters. Articulate the meaning and significance to your people and your business.

Aspire

Where do you start when building a diversity, equity, and inclusion strategy? Discovery. Asking the right questions helps you uncover the current reality and understand what matters most. We'll help your organization anchor a clear commitment as you define the future you want to create for your people, your business, and your customers.

3 Define Your Aspiration

Craft a clear and inspiring DEI aspiration statement aligned with your values, vision, mission and strategy.

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4

Connect the Dots with Data

Collect and analyze pertinent data.
Categorize findings into relevant priorities
as you build strategic pillars that align
with talent and business strategies.

5

Design a Strategy Map

Leverage key insights to craft a
strategic framework that
connects your mission, DEI
aspiration and priorities.

Architect

When it's time to create a comprehensive DEI Strategy, you need to build a defined and aligned framework of strategic priorities. We'll help you interpret data, identify priorities, and leverage change management as your plans take shape.

6

Create a Core Message

Anchor expectations around
future state changes, building a
central foundation for change
management & communications.

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7 Envision Success

Collaborate closely with key stakeholders to visualize success for each strategic priority, capturing objectives in action-oriented language.

8 Build a Scorecard

Identify success measures and reporting mechanisms. Collect baseline data and input to set target goals.

Activate

You have strategic priorities identified, now you're ready to bring them to life. We'll help you frame up your DEI objectives and success measures as you translate your plans into impactful action.

9 Craft HILI Initiatives

Design the Highest Impact, Lowest Input (HILI) activities that will bridge the gap between your current and future state. Launch communication plans.

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10

Organize the Program

Collaborate closely with stakeholders to determine project execution details, considering factors like project sponsorship, pace, capacity, and funding.

11

Foster Accountability

Engage the team as you define clear roles, responsibilities, and timelines for each initiative, establishing clear expectations.

Align

If you're seeking to organize and optimize your DEI initiatives for maximum impact, we can help fine-tune your program of initiatives for implementation and build accountability for progress.

12

Launch, Evaluate, Adapt

Spring into action! Check in regularly and periodically assess the effectiveness of your DEI Program initiatives, identifying areas for refinement and continuous improvement.

Organizational Readiness*

Companies are ready to begin their strategic DEI journey when they:

- Have 1 or more executive leaders willing to sponsor, advocate for, and model behaviors in support of DEI
- Have access to relevant talent data and market data to measure DEI progress
- Have leadership agreement to invest necessary resources (time, talent, funding, influence) in DEI work
- Know that active engagement from and access to key stakeholders will be required for strategy development
- Are open to changing current norms, practices and systems in order to strengthen organizational health

**Need help navigating these dynamics? Consider starting with an advising package to help you drive change.*

Why Choose Us

At Mindpower Strategic, we have over 20 years of experience evolving cultures in healthy ways to be more inclusive and equitable. Our tone and approach are centered in change management techniques that create psychological safety, draw people in and inspire them to be their best selves. Drawing from our deep DEI expertise and our unique blend of strategic planning, change management, communication, and project leadership skills, we can provide the structure and tools to help you lead purpose-driven and meaningful change.

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Investment

Approach and pricing ranges for DEI strategy partnerships are based on unique needs and organizational dynamics. Reach out to share your current situation and explore partnership opportunities.

Next Steps

Consider your needs for your DEI Journey (Aspire, Architect, Activate, Align)
Research availability of stakeholders and resources for DEI Strategy work
Identify ideal timeline and pace (partnerships span 3-12 months per package)
Connect to request a customized proposal (angela@mindpowerstrategic.com)

