



Elements of Success: Understanding and Creating Effective DEI Councils

Research Executive Briefing

Create an Effective DEI Council

Leverage the talent you already have and create real DEI impact

Effective diversity, equity, and inclusion (DEI) councils can help your organization assess DEI initiatives and refine the best strategies and tactics to move those initiatives forward. As organizations look for effective ways to achieve their diversity, equity, and inclusion (DEI) goals, DEI councils are emerging as a multifaceted tool to support success. These groups are making a difference in some of the biggest and most successful organizations in the world—and Seramount’s latest research study reveals that the most effective DEI councils have some key factors in common.

DEI Councils Are

Groups of team members that include a cross-section of people who represent functions, experiences, interests, perspectives, organizational roles, and other attributes—who work to improve DEI efforts and align them with organizational strategy.



Four Key Types of DEI Councils



Executive Council

- Members typically include C-level executives, and business unit leaders, led by the CEO, board chair, or chief diversity officer (CDO).
- Purpose: Strategic, setting organizational DEI goals and offering support to the initiatives.



External Council

- Members may include community partners, SMEs, consultants, and other external advocates who help the organization communicate its DEI initiatives.
- Purpose: Provide advice around DEI initiatives from leaders with knowledge of the organization.



Advisory Council

- Members are appointed by senior and DEI leadership or executive council members.
- Purpose: Analyze information to create new DEI initiatives.



Tactical Council

- Members may span many job roles and levels, including entry-level employees.
- Purpose: Implement the strategies created by advisory-type councils.

How DEI Councils Can Help

A multifaceted tool to advance DEI at your organization

DEI councils can function as valuable links between various groups within your business by collecting information from stakeholders and analyzing current operations. When they are organized intentionally, they can help your team members—and the company as a whole—eliminate blind spots related to discrimination, bias, and harassment.

DEI Councils Can Be a Valuable Asset to Your Organization, Serving To:



Improve Company Culture

- When employees work in an environment where they feel that they can contribute honestly and authentically without negative consequences, they can help their employers be more innovative, execute more effectively, and be more agile.



Discover New Market Opportunities

- DEI councils may also be instrumental in helping your organization establish external partnerships and communication channels.



Earn Customer and Employee Trust and Loyalty

- DEI councils can be a mechanism for promoting communication, collaboration, and understanding among employees.
- Employees generally want to work for DEI-focused companies, and customers often prefer to do business with values-driven brands.



Attract and Retain Talent

- When organizations help employees build connections intentionally, their employees are five times as likely to be on a high-performing team and 12 times as likely to feel connected to their colleagues.



Support and Develop an Inclusive Workplace

- When organized intentionally, they can help your team members—and the company as a whole—eliminate blind spots related to discrimination, bias, and harassment.



How Can Seramount Help?

Our DEI Research Partnership Offers Evolving Research And Advisory Services to Support Rapidly Changing DEI Needs And Priorities



Three Pillars of Service to Help DEI Leaders Effect Change

Rigorous Research with a Global Reach

Deploying a Proven Research Methodology to Identify How CDOs at Any Company, Anywhere in the World Are Making Change Happen

- ✓ Annual Research Initiative
- ✓ Resources to Educate Stakeholders and Accelerate Impact
- ✓ Custom Research to Answer Your Up-at-Night Questions

The Collective Experience of DEI Leaders at the Center

DEI Leaders Guide and Shape Our Search for Breakthrough Ideas, then Pressure Test What We Find

- ✓ CDO Roundtables and Experience Labs
- ✓ DEI Practitioner Roundtables and Hot-Topic Webinars
- ✓ Regular Convenings to Build Global DEI Leader Community

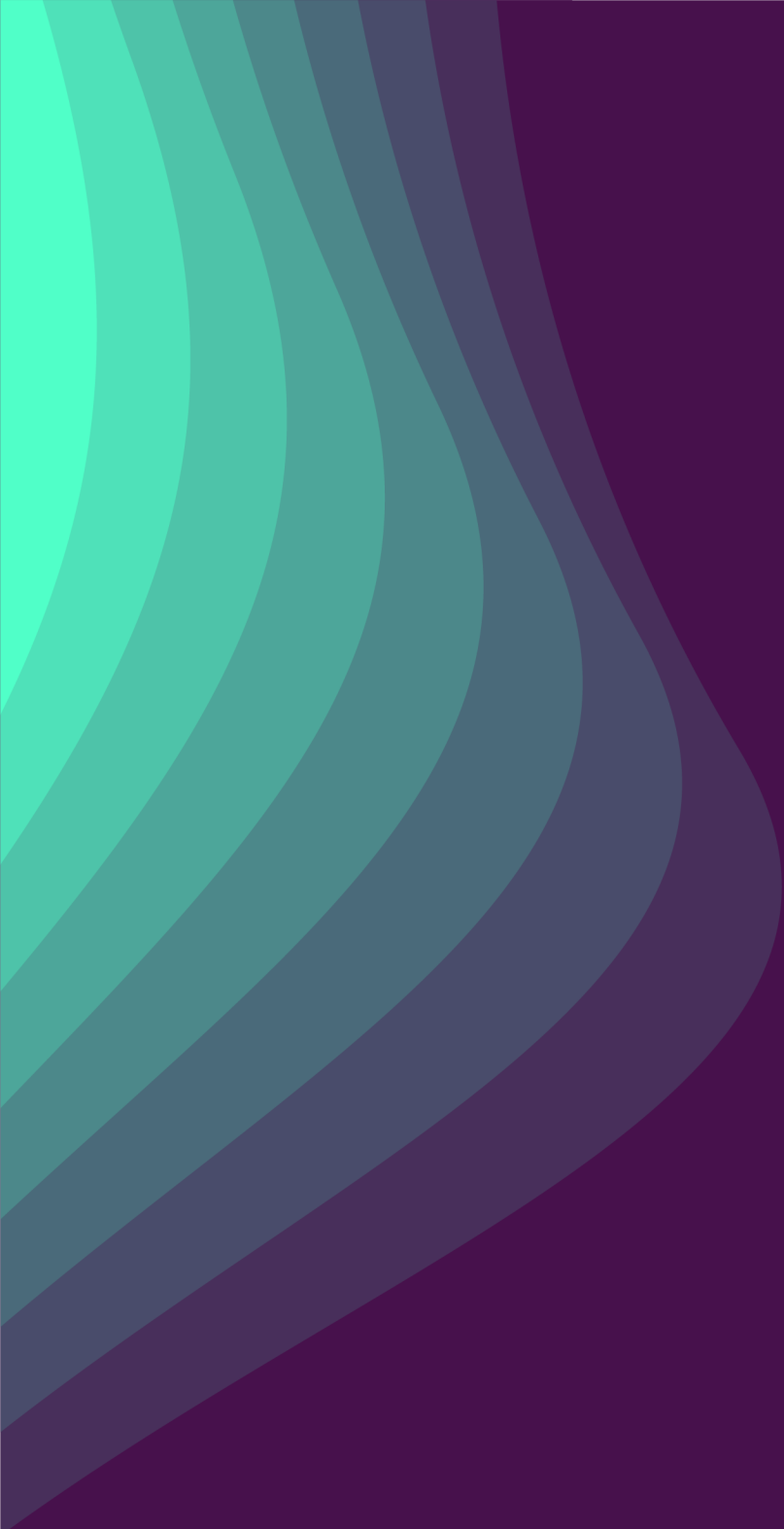
A Commitment to Applying Lessons Learned

Supporting You in Getting Buy-in For Change and Customizing Implementation of Lessons Learned

- ✓ Access to Expert Advisors to Increase Your Capacity
- ✓ Partner Intensives Bring Insights to Your Broader Team
- ✓ Proactive Planning to Drive Progress on Your Priorities

▶ Learn more about how the DEI Research Partnership can propel your DEI strategy forward by scheduling a call with one of our experts.

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