



EXECUTIVE SUMMARY

# Navigating the 2024 US Election



## Executive Summary

### The Impact of Election Season on Workplaces

Election season can be a tense time in workplaces, as employees with differing political views may clash.

[Two-thirds of US workers have experienced or witnessed incivility](#) in their workplace within the past month, and one-third believe workplace conflict will increase over the next 12 months.

This summary highlights key findings from a recent Seramount study, outlining recommended actions for diversity leaders to navigate this challenging period.

### Key Findings

- The US Supreme Court's June 2023 decision to ban affirmative action in colleges and universities has had a ripple effect on DEI in the workplace.
- An April 2024 Seramount study of senior DEI leaders found that following the decision roughly one-third of participants (32 percent) revised their DEI goals to reflect aspirational statements rather than hard numbers. An additional 14 percent have eliminated representation goals altogether.
- The world's leading companies offer a variety of election-related benefits. Seramount researchers found that three in four (75 percent) offer paid time off for voting. Some employers are also using election season as an opportunity to highlight their pre-existing health and wellness benefits.
- This research also uncovers the scope and state of ongoing election-related workplace programming. Commonly reported activities: initiatives supporting voting on Election Day (44 percent), fostering essential/difficult conversations or respectful workplace dialogue (31 percent), and creating awareness and education about civility in the workplace (19 percent).

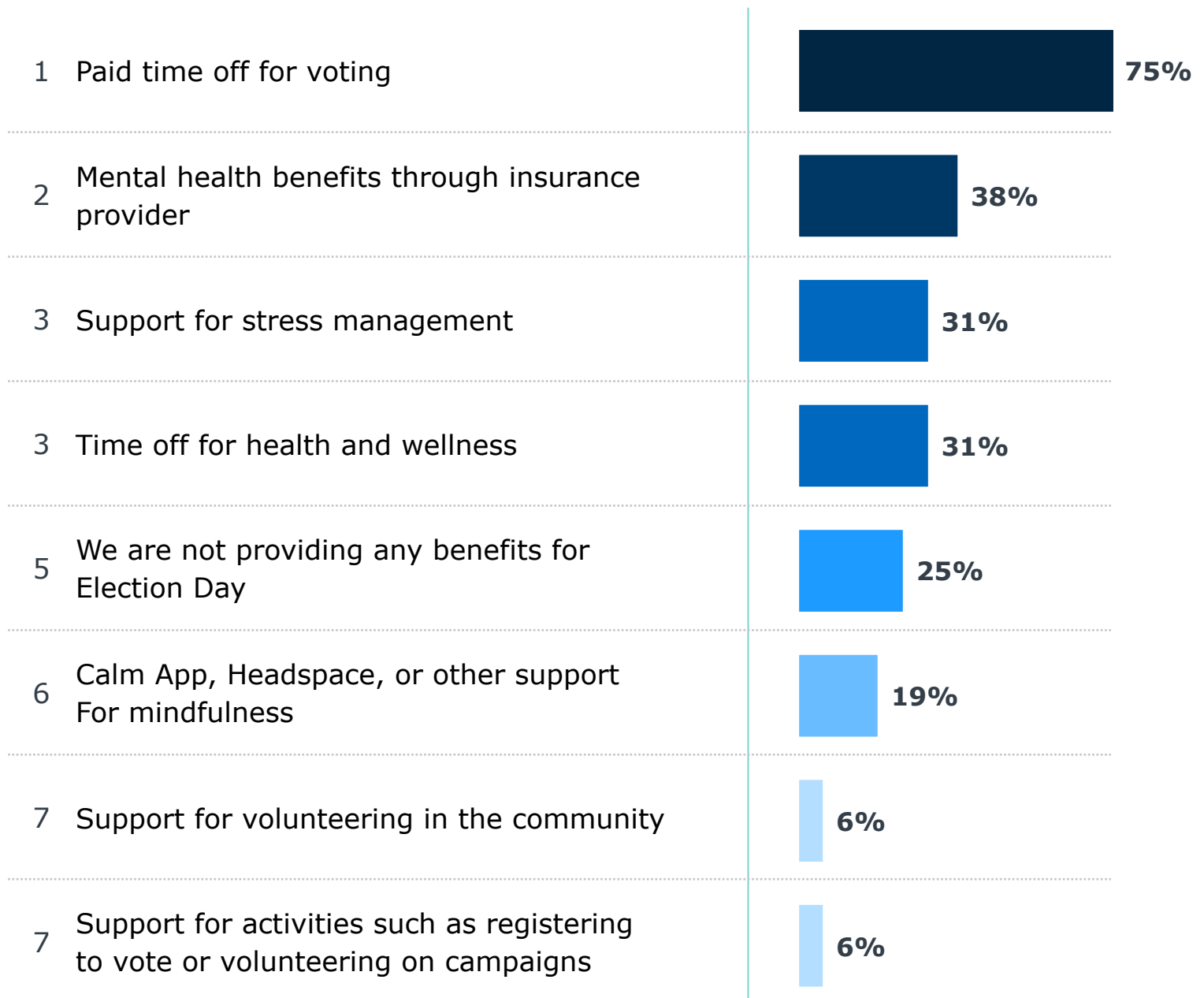
# Key Findings



## Aggregate Results: DEI Leaders

What benefits are you providing your employees in 2024 on Election Day?

Surveyed Topics, 11 April 2024





# Key Findings

## Aggregate Results: DEI Leaders

Election season can create a tense atmosphere in workplaces, as employees with differing views may clash. Which of the following programs are you considering implementing to help navigate these situations?

Surveyed Topics, 11 April 2024





## Executive Summary

With the stakes for DEI higher than ever, what, if anything, should your organization do?

### Recommendations for DEI Leaders

- Review and update relevant policies (code of conduct, social media, etc.) to provide guidance around appropriate employee behavior during election season.
- Plan official statements (internal, external, or both) on the election.
- Consider election-related activities based on employee needs, such as voting support or respectful dialogue initiatives.
- Review and promote existing well-being programs to support employees during election season.
- Reaffirm commitment to diversity, equity, and inclusion (DEI).

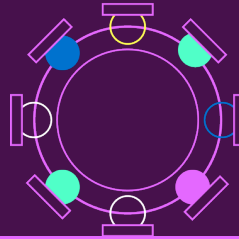
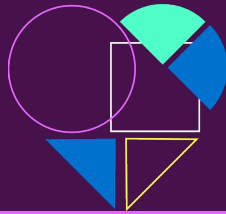
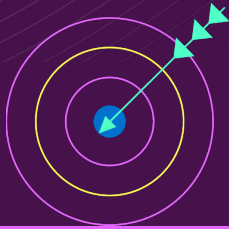
By following these recommendations, diversity leaders can help to create a more inclusive and respectful workplace environment for all during election season.

### Additional Resources

- For a more in-depth explanation of the importance of employee well-being, see Seramount's guide, [Supporting Employee Well-Being in the Workplace](#).
- Seramount's [Manager's Guide to Having Essential Conversations](#) also provides tips and scripting for leaders to facilitate workplace conversations around any number of challenging or uncomfortable topics.
- The *Manager's Guide* includes actionable steps for creating a safe space:
  - 1) Clarify the purpose of the discussion
  - 2) Establish ground rules
  - 3) Set the tone, set the context

### Next Steps

For further insights and guidance on the workplace impact of the 2024 election, please refer to the full report, available exclusively to [Seramount partners](#).



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