

# Keeping DEI Strong in Volatile Times

Today's DEI and talent landscape is challenging and complex. Initiatives are facing political, legal, and socioeconomic threats, leaving leaders concerned that their efforts may be diminished or even eliminated. Seramount's latest research offers a practical framework for seamlessly integrating DEI goals with business objectives, equipping CDOs and Talent leaders with strategies to anchor inclusive values even in an unpredictable environment.

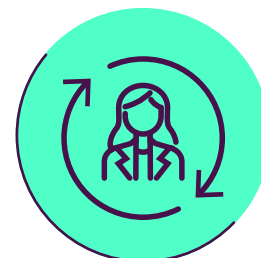
## 4 elements of volatility that threaten DEI



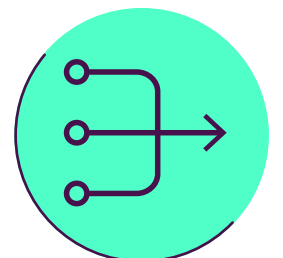
The fight to dismantle DEI



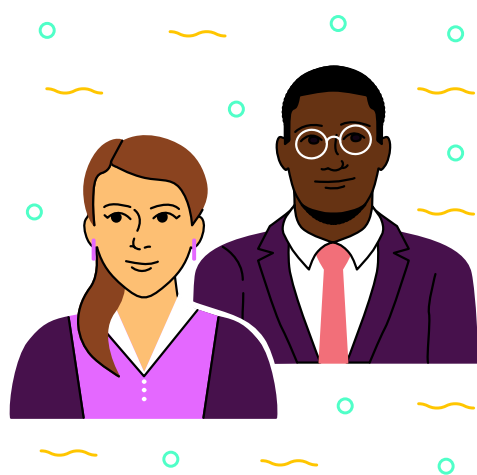
The economic downturn



The turnover of CEOs and senior leadership



Mergers and acquisitions



## Q. What can leaders do to keep DEI and talent efforts strong?

### A. Directly impact critical business drivers and outcomes

#### 1. Understand your stakeholders' key metrics and goals:

Talk to your internal and external stakeholders and find out what is critical to them and where a DEI lens can have impact.

#### 2. Focus on specific, measurable business outcomes and results:

Determine what metrics will help demonstrate the value of your work and collect and share them.

#### 3. Draw in business leaders:

Communicate with business leaders and show them the benefits of sharing ownership of business goals that drive DEI.

## Simply making the business case is generic and no longer enough

Driving business requires specificity and measurable outcomes

Making the business case	<i>must become</i>	Driving business outcome
"Diverse teams come up with more innovative ideas."	➔	"Collaborating with employees with disabilities helped us develop a new product."
"Our employees should represent our customer base."	➔	"One-third of our prospective clients ask about and use diversity of our team as a factor in their selection process."
"The LGBTQ+ market is under recognized."	➔	"Our PRIDE ERG's research on LGBTQ+ homeowners has helped us to expand our customer base."