

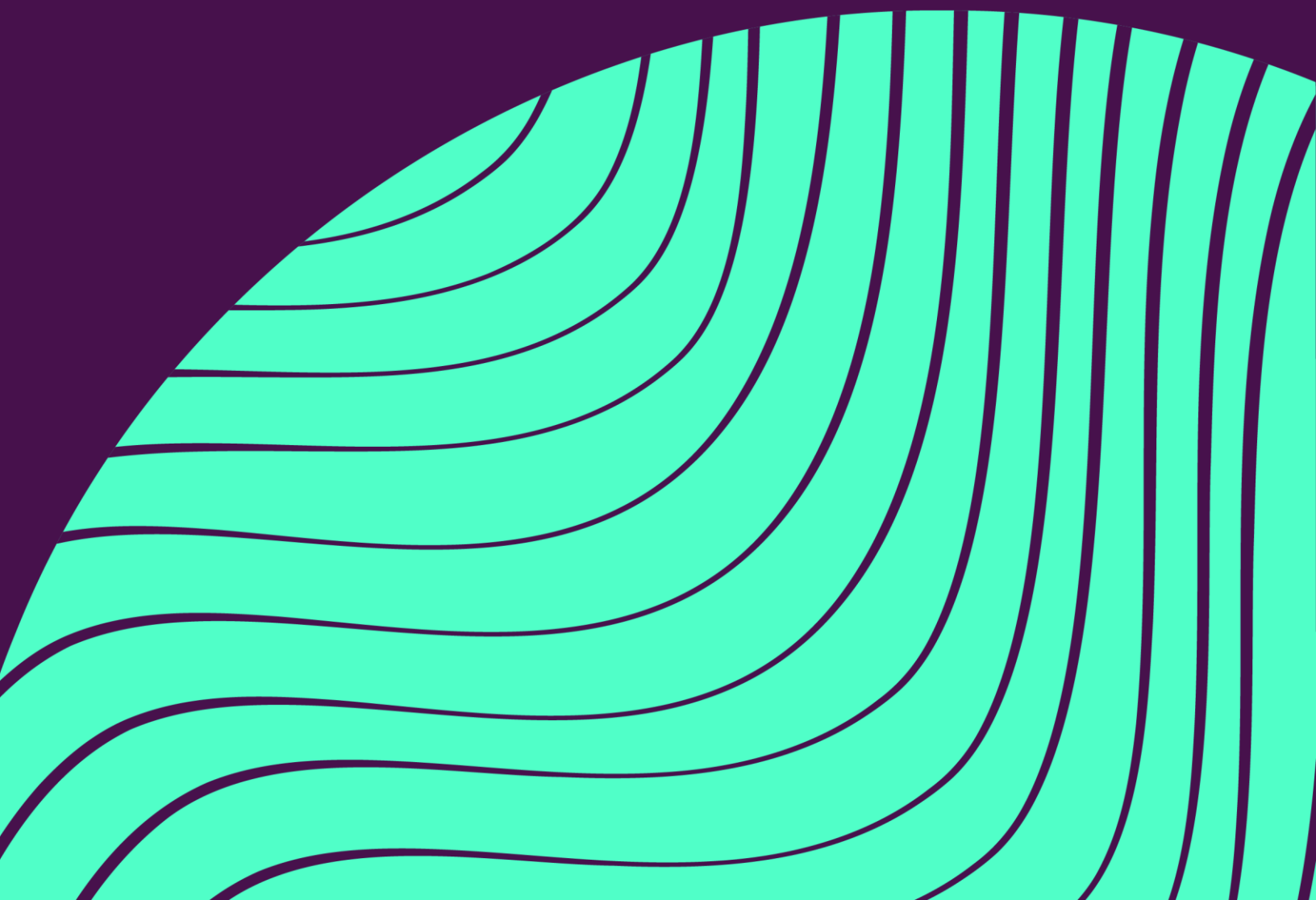


seramount

Talent Solutions for Better Workplaces

WORKBOOK

# Applying the 5 Dimensions of Global DEI to Your Business



# Applying Global DEI Principles to Your Business

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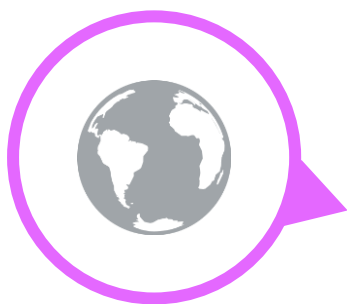
**Every organization should be thinking about global DEI.**

Even if you don't operate across borders or have employees around the world, there's a good chance your business is connected to a global ecosystem—through your customers, supply chain, product design, or even the diversity of your local workforce.

This “globability” means that at least one of the five dimensions of global DEI is already relevant to your work, whether you've named it or not.

This workbook breaks down five key dimensions of global DEI and gives you space to reflect on how each one applies to your business.

## 5 Dimensions of Global DEI



Creating a Global  
DEI Strategy



Learning from  
Global DEI Practices



Navigating Regional  
Differences



Ensuring Cultural  
Competence at Home



Expanding DEI Role  
in Global Business

# Applying Global DEI Principles to Your Business

## Dimension 1

### Creating a Global DEI Strategy

#### What It Means

DEI efforts must be both global and local, marrying corporate values and goals with local cultures and expectations. This includes setting company-wide principles while allowing for flexibility in how they're applied locally.

#### Pause and Reflect

- Do we have a defined DEI strategy at the global or organizational level?
- Are we clear on which parts of that strategy are universal vs. locally adapted?
- What regions or teams might need more flexibility or support?

#### Example

A shared charter is set for all ERGs with core goals such as community, advocacy, and education. Each country or region is then empowered to shape its own activities and priorities based on local culture and employee needs. For example, in India, an LGBTQ+ ERG might focus on workplace visibility and legal awareness, while in Brazil, it might prioritize social events and community outreach.



Your Response (*Reflect on your current approach and what, if anything, might need to shift.*)

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# Applying Global DEI Principles to Your Business

## Dimension 2

### Navigating Regional Differences

#### What It Means

Even if your organization isn't global, the country you operate in likely contains deep regional differences. In the United States, for example, legislation, political climates, and demographics vary widely by state, and DEI strategies must reflect those realities.

#### Pause and Reflect

- Are we keeping up with shifting legislation or employee concerns across states or regions?
- How do regional laws or cultural differences impact our DEI work?
- Where might we need to adjust our language, benefits, or approach to stay relevant and supportive?

#### Example

After *Roe v. Wade* was overturned, some companies adapted their employee benefits in response. For example, Yelp offered travel support for employees needing access to abortion services, and Amazon reimbursed up to \$4,000 for non-life-threatening medical treatments, including abortion. Google even allowed employees to relocate without giving a reason.



Your Response (*Reflect on your current approach and what, if anything, might need to shift.*)

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# Applying Global DEI Principles to Your Business

## Dimension 3

### Expanding DEI's Role in Global Business

#### What It Means

As companies expand into new markets or work with global suppliers, DEI leaders can play a critical role. Your understanding of cultural nuance and local context helps avoid missteps, build trust, and create more resonant products, messaging, and partnerships. Done well, this work can impact the bottom line.

#### Pause and Reflect

- Is the DEI team involved in business strategy, marketing, or expansion efforts?
- Where could ERGs or the DEI council support cross-functional collaboration?
- What untapped cultural or community insights could be leveraged to reach global customers or partners?



#### Example

When the LA Dodgers signed Japanese superstar Shohei Ohtani, their Chief Diversity Officer partnered with the marketing team to better understand global fan demographics and build deeper connections with fans in Japan. This kind of cross-functional collaboration helped the team turn a player acquisition into a global business opportunity.

Your Response (*Reflect on your current approach and what, if anything, might need to shift.*)

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# Applying Global DEI Principles to Your Business

## Dimension 4

### Ensuring Cultural Competence at Home

#### What It Means

Even if your company isn't global, your employees and customers likely are. With over 53 million foreign-born residents and more than 70 million international visitors annually, the United States is increasingly diverse, making intercultural competence critical for working with today's workforce and marketplace.

#### Pause and Reflect

- Are staff trained to navigate cultural differences?
- What barriers might impact employees or customers from other countries?
- Where could we improve the experience for stakeholders from diverse national backgrounds?



#### Example

Knowing that China is a major market for luxury goods, some high-end retailers in the United States have at least one Mandarin speaker available in each store to better serve Chinese customers. This simple step smooths the sales process and helps every customer feel welcome, delivering both cultural inclusion and clear business value.

Your Response (*Reflect on your current approach and what, if anything, might need to shift.*)

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# Applying Global DEI Principles to Your Business

## Dimension 5

### Learning from Global DEI Practices

#### What It Means

Even if your DEI work is nationally or even locally focused, there's immense value in looking outward. Other countries often lead on dimensions of DEI that are still evolving in the United States. Embracing global practices with humility can unlock fresh strategies and accelerate progress at home.

#### Pause and Reflect

- What are global best practices we can apply to our organization?
- How can we benchmark our DEI initiatives against international standards?
- Are there partnerships or collaborations with global organizations that could enrich our inclusion strategies?



#### Example

Spain has made significant strides in disability inclusion. The UK is investing in socioeconomic mobility. Iceland has closed more than 90% of its gender pay gap, and countries such as Norway, Singapore, and Thailand lead in female CEO representation. Looking globally expands our toolkit and pushes us to rethink what's possible.

Your Response (*Reflect on your current approach and what, if anything, might need to shift.*)

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# Think Bigger About Your Inclusion Strategy

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Whether or not your company operates internationally, applying a global lens to your DEI strategy can unlock powerful insights and impact. From tailoring efforts to local realities to learning from successful models abroad, “going global” with your inclusion approach isn’t just about geography; it’s about mindset. The most effective DEI leaders *think bigger*.

## Next Steps



### **Get Best Practices from Around the World**

Seramount hosted two virtual sessions exploring DEI lessons from countries including Germany, Ireland, the United Arab Emirates, and India. Watch the recordings:

- [DEI Lessons from Around the World, part 1](#)
- [DEI Lessons from Around the World, part 2](#)



### **Benchmark Against Other Companies**

Seramount’s [Global Inclusion Index](#) assesses inclusion efforts across hiring, representation, culture, and accountability in 29 countries. Learn where your organization stands and where you can improve.



### **Get Tailored Support**

Seramount’s advisory team includes US-based experts and more than a dozen regional specialists. Whether your challenge is global, national, or local, we can connect you with the right guidance and best practices. [Contact us](#) to learn more.

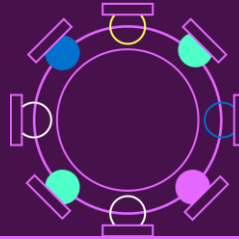
Seramount is a talent services firm with 40+ years of experience helping 600 global partners build inclusive, high-performing workplaces.

**Learn more at [Seramount.com](https://Seramount.com).**





We empower the world's most inclusive  
and high-performing workplaces.



## Insight-Powered Solutions Trusted by Talent and HR Leaders

### TALENT SOURCING

**Identify, Engage,  
and Hire Top  
Early Career  
Talent**

Branding and  
recruiting platform  
that surfaces  
engaged, prepared  
candidates more  
efficiently, effectively,  
and at scale

### ASSESSMENT AND STRATEGY

**Uncover the Real  
Levers to Unlock  
Enduring Employee  
Engagement**

Actionable  
intelligence into the  
employee experience  
powered by innovative  
technology and over  
40 years of workforce  
data and insights

### RESEARCH AND ADVISORY SERVICES

**Set Strong DEI  
Foundations and  
Build Adaptable  
Roadmaps**

Expert guidance  
rooted in research and  
experience to support  
and advance your  
strategic talent and  
DEI priorities in every  
environment

### LEARNING AND DEVELOPMENT

**Create a  
More Resilient,  
Connected  
Workforce**

Impactful content  
designed and  
delivered to inflect  
productivity and  
positive behavior  
change at every level

We partner with **600+** corporations,  
government entities,  
and nonprofits **globally**.

Including **~50%** of the  
Fortune 100 and  
**~25%** of the Fortune 500.



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