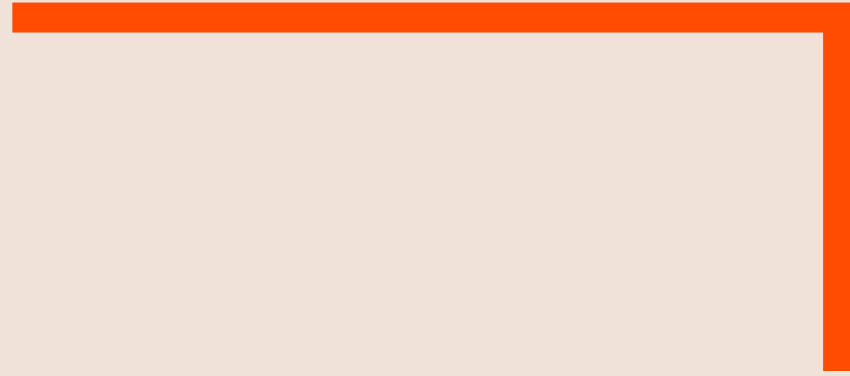


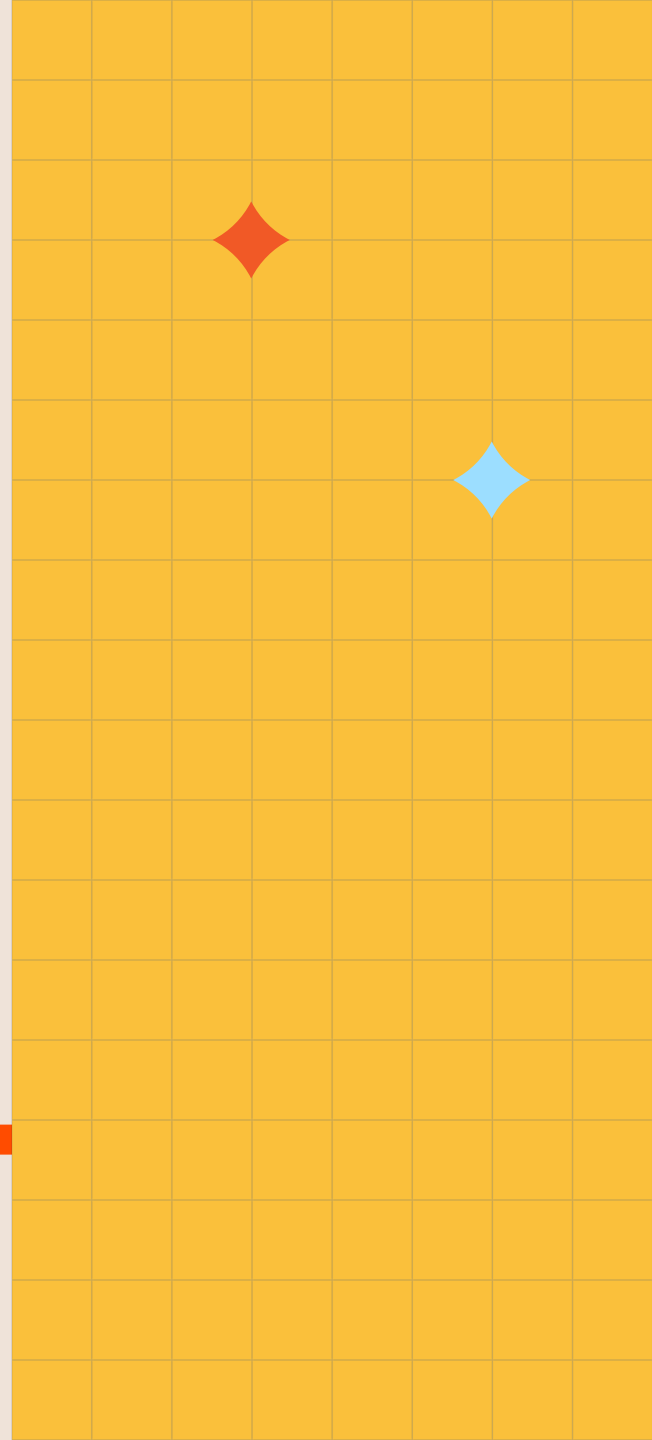
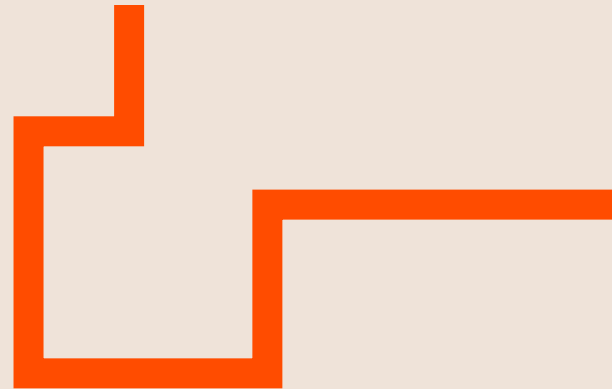
Mineral®



From Performative to Purposeful

Small Business Strategies for DEI

July 13, 2023



Your Speakers



Jaime Brown

DEI Strategist

City of Concord, NC

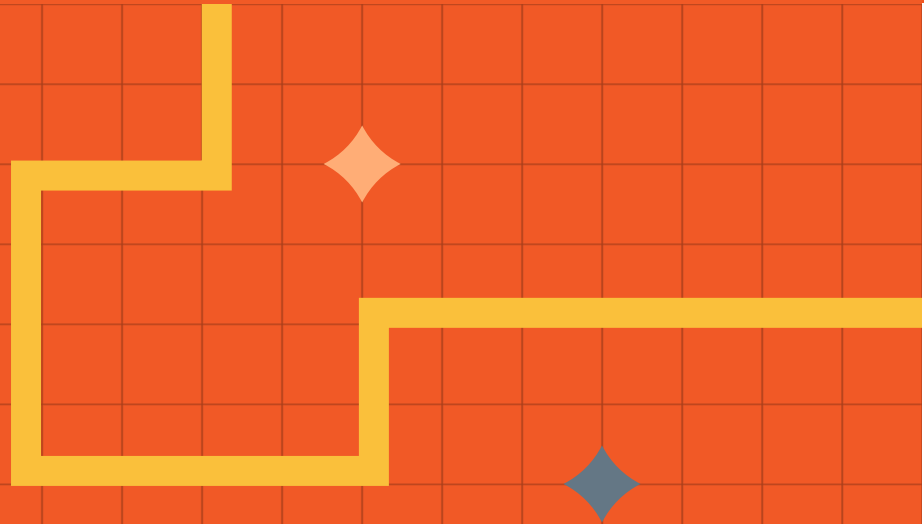
Carla Yudhishthu

Chief People Officer

Mineral



Our discussion topics



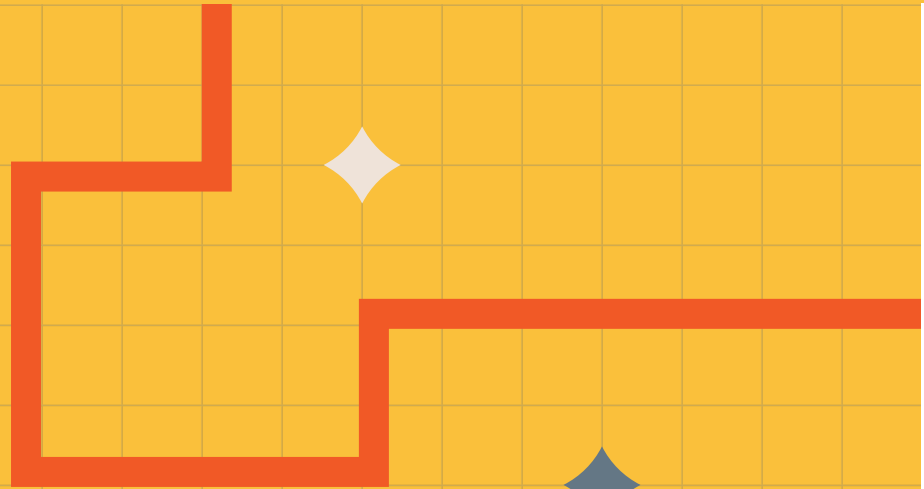
To transform DEI from performative to purposeful, organizations must target 3 key areas:

- Infrastructure
- Investment
- Impact

Infrastructure



Infrastructure

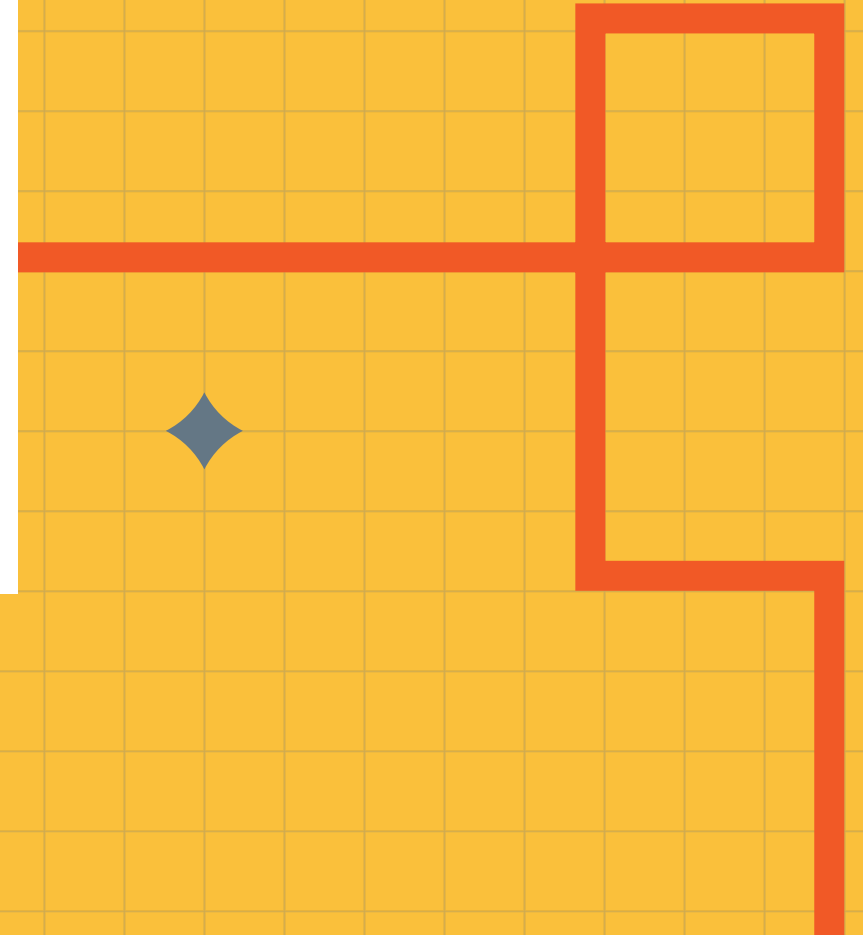


- Examining your organizational culture
- Engaging with leadership
- Exploring the identities within your workplace
- Embracing the realities of geography

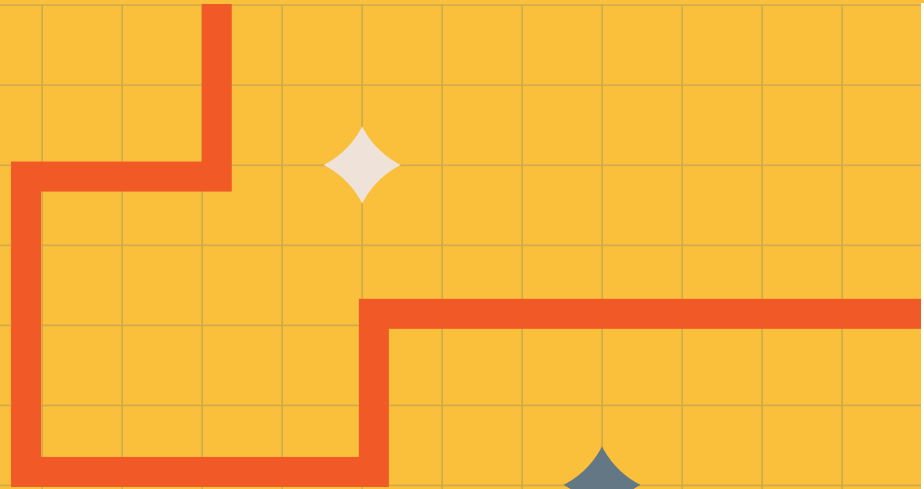
What about the Supreme Court?



Investment



Investment



- Which letter to start with? D, E, I, or B?
- Getting leadership 'buy-in'
- Forming—and financing—ERGs
- What should we start/stop doing today?

Where money goes, momentum flows



Investment: DEI pledges vs spending



America's 50 largest public companies pledged nearly \$50 billion to combat racial inequality in 2020.

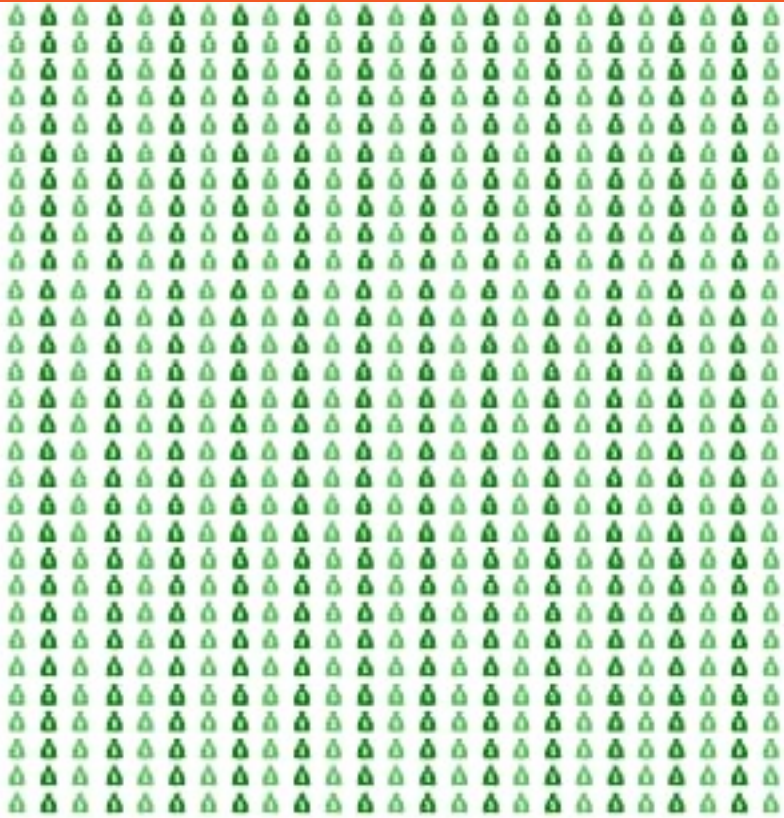


Only about \$70 million, or .014%, actually went to organizations committed to doing so.

Investment: DEI investments vs results

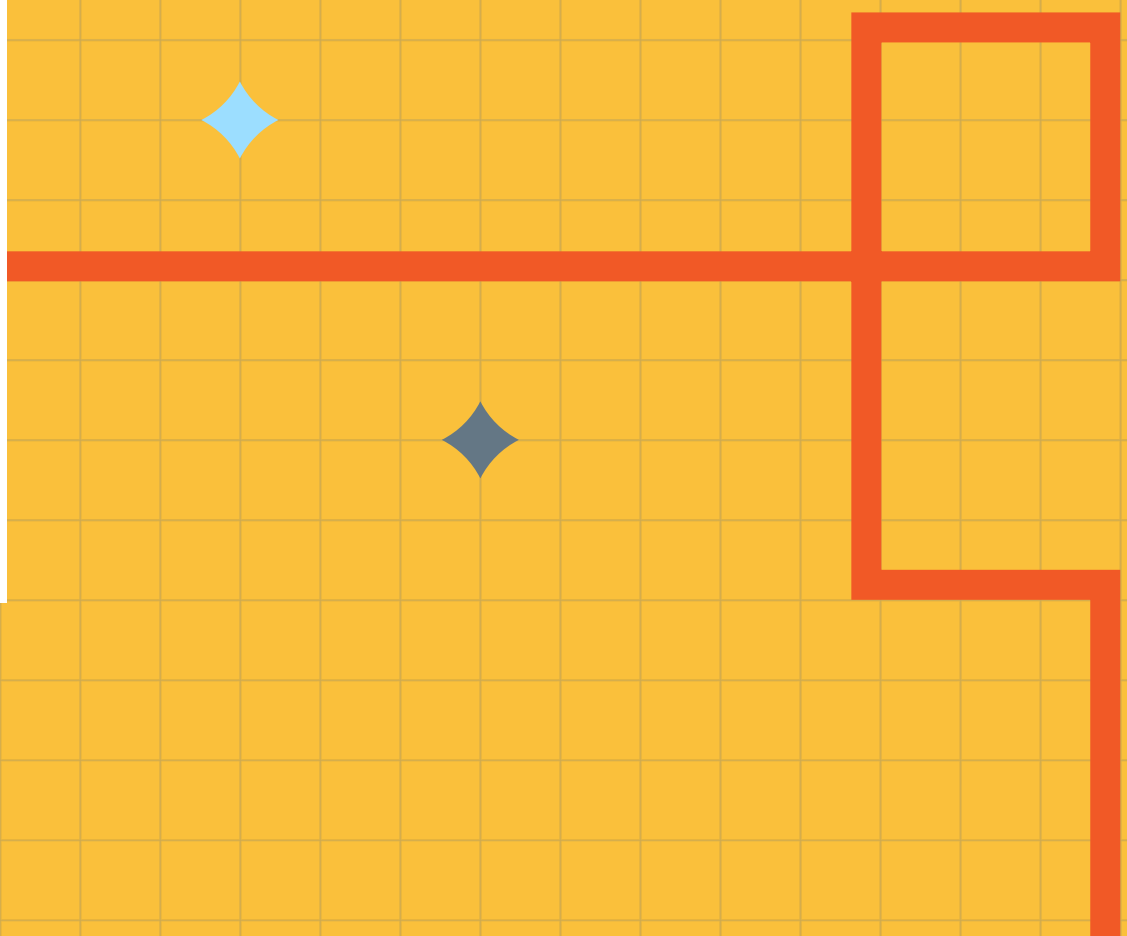
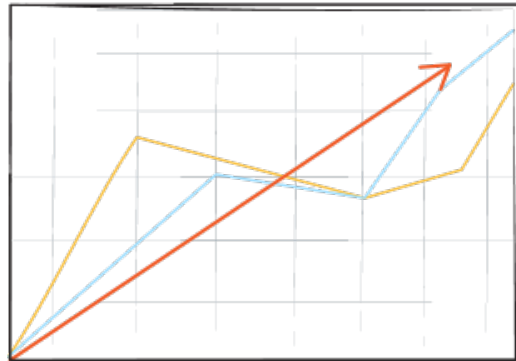


US employers spent about \$7.5B on DEI in 2020. That number is projected to double to \$15.4B by 2026.

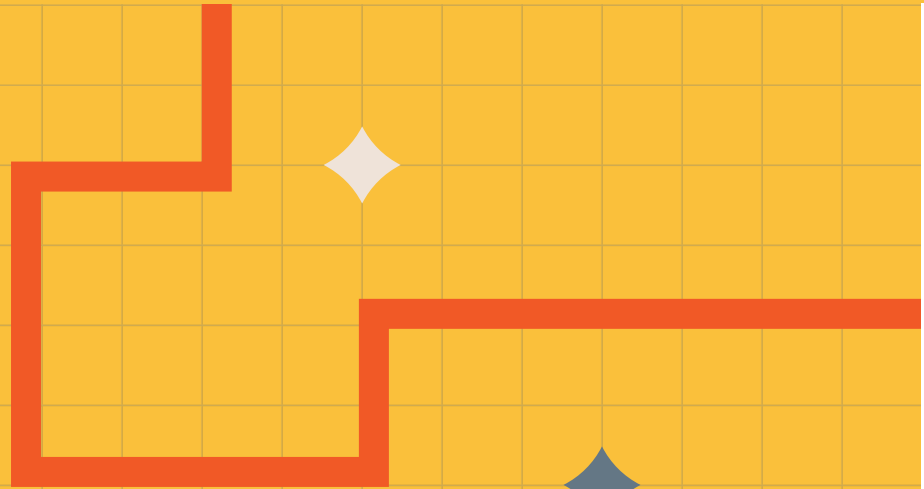


- 38% of women hold manager roles.
- 24% of Black employees say they can't be their authentic selves at work.
- 38% of LGBTQ+ employees report being harassed at work; 50% are not out to their current manager.
- 1 in 3 employers openly say they do not hire people with disabilities.

Impact

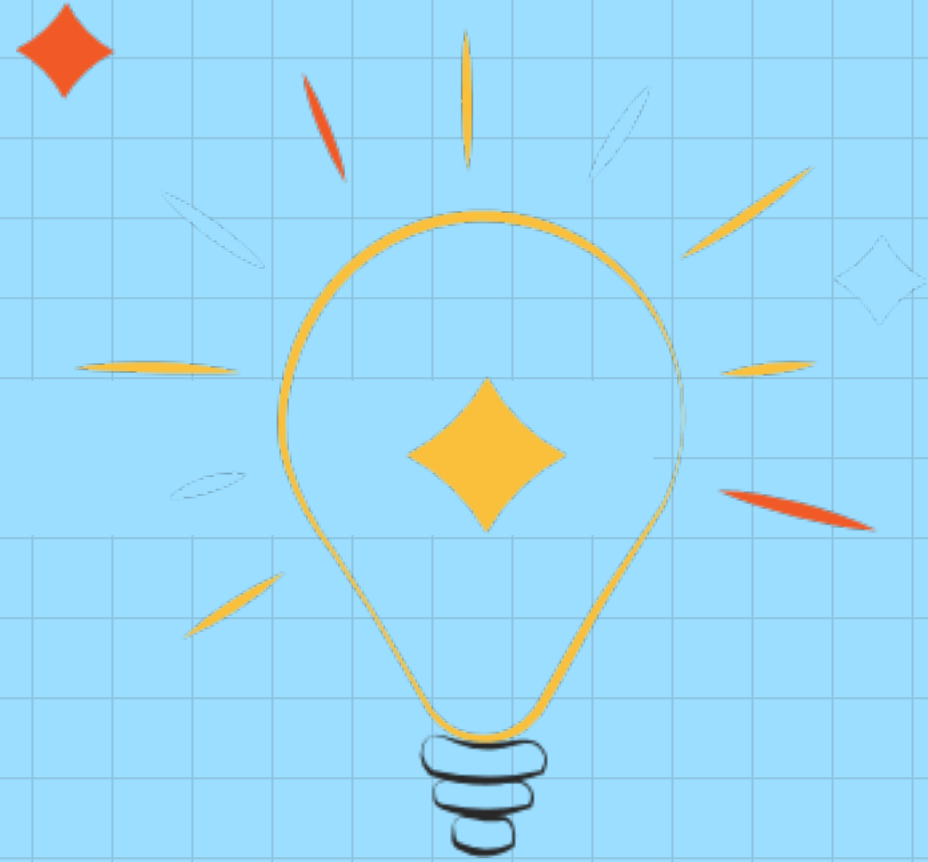


Impact

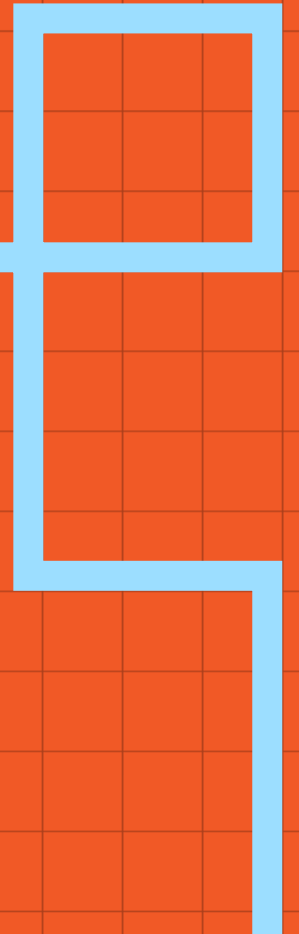


- Key metrics for measuring success
 - Demographics
 - Hiring + mobility
 - Salaries
 - Benefits + policies
 - Employee engagement

What makes it all worth it?



Questions?



Thank you!

