

eCourse Outline

The Value of Implementing DEI in Your Small Business

Course Outline

- How to Leverage Diversity to Improve Your Business
 - What Challenges Small Business Face?
 - What is Diversity, Equity, & Inclusion?
 - How Does DEI Contribute to Small Business Performance
- What is DEI? Diversity, Equity, Inclusion, Belonging
 - Create an environment where people feel they belong
 - Create an environment where people can be their authentic selves
 - Create an environment of Diversity, Equity, and Inclusion
 - DEI, DEIB, or JEDI
 - Equity/equitable example
- Barriers at the workplace
 - Existing policies or procedures that create barriers
 - Equal but NOT Equitable
- Inclusion
 - Active ongoing engagement with people
 - Inclusion is not a “state”, but an “action”
 - Is your business including all the diverse perspectives?
 - Including those who are quieter than others?
- Diversity
 - More than just about race or gender
 - It is the differences within and between groups of people
 - These differences contribute to variations in habits, practices, beliefs, and values
 - Organizational Dimensions
- Belonging
 - Do you feel like you belong?
 - Have you asked others if they feel as if they belong?
 - Do you feel like working hard because of that feeling?
- Organizational Performance
 - Effectiveness
 - Efficiency
 - Relevance

- Financial Viability
- Small business challenges
 - Client Dependence
 - Consider Sustainability
 - Diversify Client Base
 - Diverse companies are 70% more likely to capture new markets.
 - Money Management
 - 50% of small businesses say money management is top threat to business
 - Challenges Include:
 - 1. Rising Costs and Inflation
 - 2. Low Funding
 - 3. Cash Flow Problems
 - Fatigue & Founder dependence
 - Everyone experiences fatigue.
 - Diversity provides continuity.
 - It is important to balance quality and growth.
 - Supply Chain
 - Begins with raw materials and ends with a finished product
 - Optimizing supply chain helps save money, streamline inventory, and improves customer satisfaction
 - It is important to create a diverse AND resilient supply chain
 - Skills Shortages & Employee Retention
 - Hiring new employees is a top priority, but finding skilled workers is a top threat
 - Employee retention can be a challenge
 - Focusing on DEI can help with employee retention