

DEI and Business Strategy Alignment Action Plan

Use this action plan to strengthen the connection between your DEI strategy and your company's business strategy and purpose. If you do not have a clear organisational purpose, you can assess against other relevant areas, such as organisational values.

Identify the next steps you want to take based on business priorities and which stakeholders need to be involved to make progress. Revisit this action plan regularly, e.g. quarterly, and consider how you will work with your colleagues when identifying priority areas and actions.

When you are planning and prioritising actions, consider:

1. What problem are you solving?

DEI actions must respond to a business-critical issue

2. What's needed to achieve the organisation's strategic aim?

The action must enable the delivery of one or more business goals

3. What assumptions are you making and how can you identify if these are correct?

Surfacing assumptions identifies blind spots and prevents wasted effort

4. What will be different if you succeed?

Clear articulation of 'what will be different' creates buy-in and accountability

Data and insights should be analysed and applied to each of these questions to ensure relevance and measurement.

Example Actions are listed below. These are not exhaustive and are designed to support your thinking. It is essential that your actions support the progression of your business strategy and priorities.

- Create a DEI strategy that is explicitly linked to business strategy
- Identify metrics that can be used to measure the impact of DEI work on the achievement of business goals
- Internal and external communications reflect inclusive language and imagery
- DEI commitments are visible and transparent to all stakeholders
- Employee resource group actions/DEI activities for employees are linked to the achievement of business goals

Action	How this aligns to business strategy	Which stakeholders need to be involved/informed?	Who is accountable for the action?	Timeline for completion