
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

DEI125

Value of data analysis to determine your future DEI approach

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Why this topic matters

"Companies have increasingly begun to regard inclusion and diversity as a source of competitive advantage, and specifically as a key enabler of growth. Progress on diversification initiatives has been slow. Companies are still uncertain about how they can most effectively use diversity and inclusion to support their growth and value-creation goals."

McKinsey & Company
Diversity & Inclusion Report

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Let’s explore

What would it look like if we approached diversity, equity, and inclusion (DE&I) like any other business opportunity?



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We have to have a **common language** to create a shared approach

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Opportunities

A set of circumstances that makes it possible to do something

Business Opportunities

Market Penetration

Innovation

Market Development

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The evaluation process



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Identify initiative

Let’s be clear on what are trying to achieve

Diversity

Our stakeholders are a group of people who are different but share the same goal as it relates my company

Inclusion

When it comes to “EMPLOYEES,” our practices and policies provide equal access to opportunities and resources for people who might otherwise be excluded or marginalized

Equity

We approach “TRAINING” fairly and impartially

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Build a scenario for our inclusion initiative

Impact

- Employees
- Customers
- Community

Value

- Opportunity
- Power
- Satisfaction

Purpose

- Improving human condition
- Value Creation (i.e., profits)

Approach

- Knowledge
- Access
- Custom experience

Timing (Impact & Execution)

- Now
- 1 Year from now
- 5 Years from now

We are going to provide our female employees who are currently in manager positions training in facilitated leadership so they can take advantage of open job opportunities in 1 year. This will make them stay with us longer and will boost company profits by 3%.

AWS example



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Assess environment

Are proposed gains enough to offset the difficulty and risk?

People

Fear

Lack of motivation

Misaligned desires

Money

Money in

Money out

Data

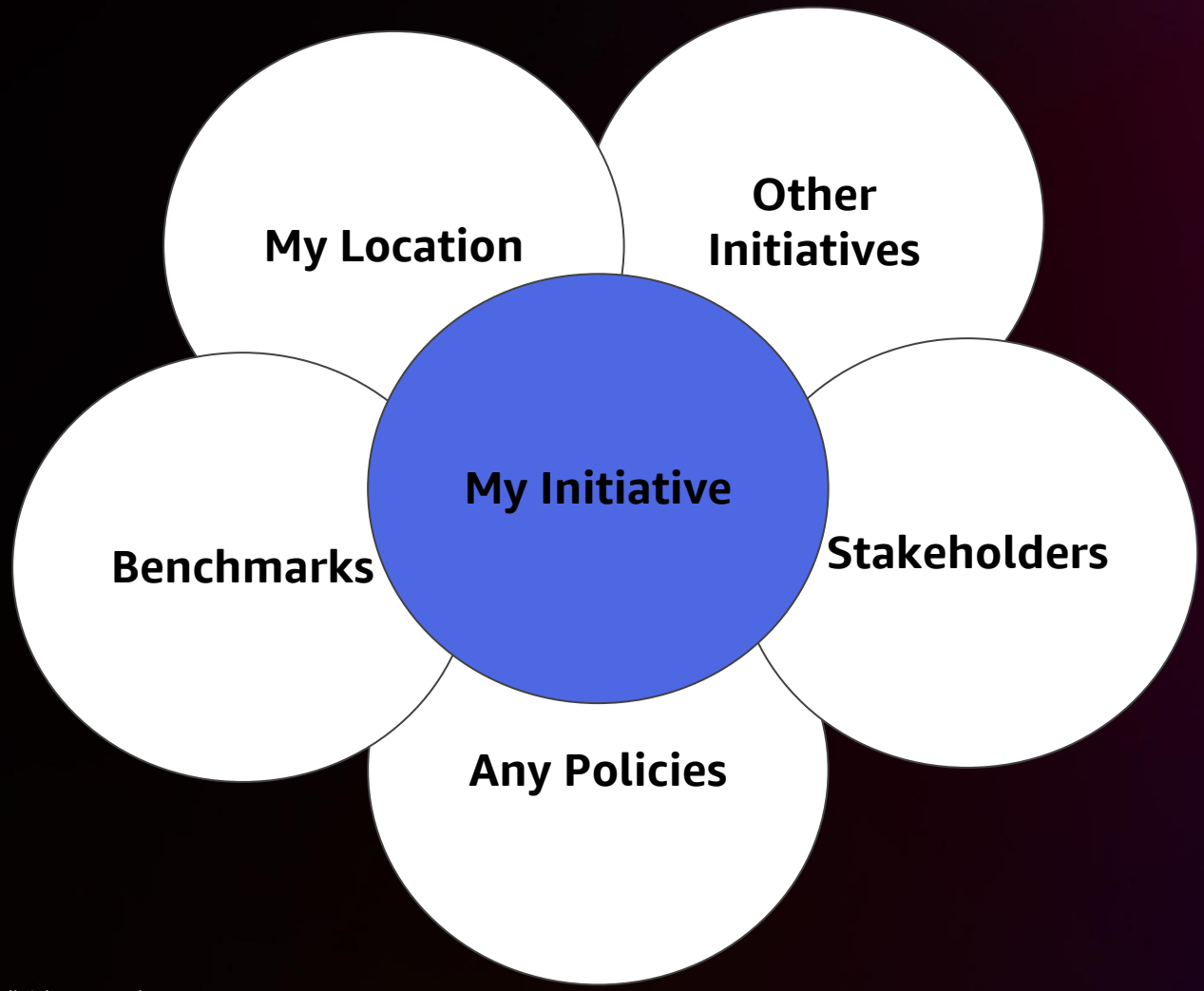
Existence

Quality

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Complements

What’s going to support my initiative



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Analyze



Context | Time | Quality | Accuracy | Completeness

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Decide

Inclusion Initiative

We are going to provide our female employees who are currently in manager positions training in facilitated leadership so they can take advantage of open job opportunities in 1 year. This will make them stay with us longer and will boost company profits by 3%

We just opened 6 new roles in facilitated leadership and the state just passed a new law assigning a minimum salary for facilitated leadership specialists

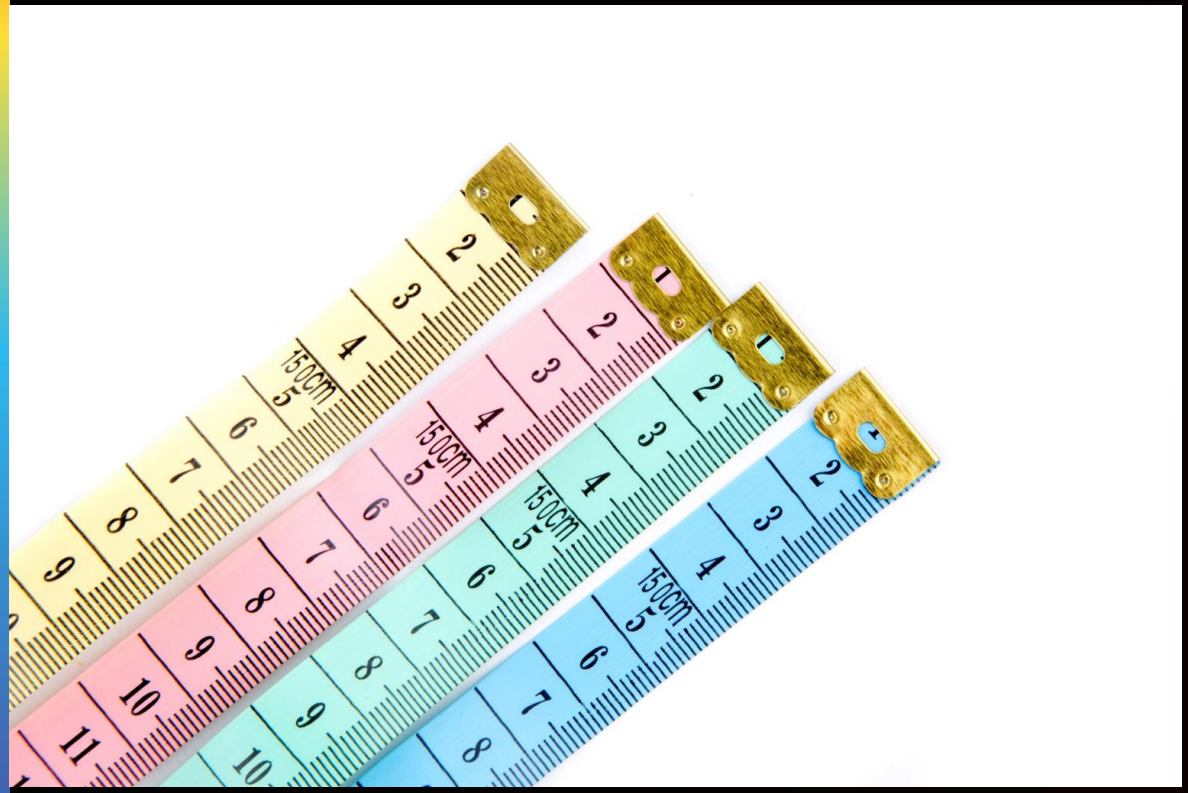
64% of current directors are white males who have expressed interest in facilitated leadership. Providing this course will cost the company 1.2M this year and will not have impact on profits until 2024

We are currently spending 200K per year on employee education with a 50% YOY Growth Rate. Our employee turnover rate is 20% across identity groups. According to McKenzie, inclusive organizations enjoy 3X revenue growth

Decision

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“If it’s important, measure it.”

James D. White, former Jamba Juice CEO

Author of Anti-Racist Leadership:
How to Transform Corporate Culture in a Race-Conscious World

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Thank you!

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