

The Diversity, Equity, & Inclusion



EXAMPLES OF SMART GOALS

Explore these examples of annual SMART Goals to help illustrate how to structure your goals.



Inclusion Goals

The company will create a more inclusive culture:

- By Q1 2024, the company will establish a DEI Committee to steer, monitor, and communicate progress toward annual DEI objectives.
- By Q1 2024, the company will introduce Diversity, Equity and Inclusion as part of its annual employee orientation and training. 100% of staff will participate in introductory training that defines key topics, including Unconscious Bias and Conscious Inclusion.
- By Q3 2024, the company will feature representations of a diverse workforce reflecting the demographics of the consumer and talent market from which we recruit in all of our company marketing, communications and advertising campaigns.

Inclusion Goals

The company will create a more inclusive culture:

- By Q2 2024, the company will conduct a market-based compensation study to ensure pay equity across its workforce and communicate salary bands and compensation levels transparently with its employees.
- By Q1 2024, the company will recognize holidays of all cultures.
- By Q4 2025, the company will hire a Director, Diversity & Inclusion to lead our DEI initiatives.

Talent Recruitment Goals

The company's workforce will reflect the demographics of the communities which we serve and in which we operate:

- By Q3 2024, the company will begin actively recruiting from [number] of colleges, universities and training programs representing the diversity of demographics and skills that the company is seeking to hire.
- By Q1 2025, [percentage] of all candidates interviewed for open positions will be [dimension of diversity you are seeking], an increase of [percent] from 2024.
- By Q1 2025, [percentage] of all candidates hired for open positions will be [dimension of diversity you are seeking], an increase of [percentage] from 2024.

Talent Recruitment Goals

Company leadership will reflect the demographics of the communities which we serve and in which we operate:

- By Q1 2024, the company will offer [number] of professional development programs. A [representative number] of high potential [women, BIPOC] staff will be invited to participate in company-sponsored leadership development and career growth opportunities.
- By Q1 2024, the company will ensure that [women, BIPOC] staff are represented relative to the overall workforce demographics on all staff task forces/committees and offered special project assignments/initiatives.
- By Q4 2025, women will be in [percentage] of director or management positions across the company, an increase of [percentage] from 2024.

Talent Retention

The company's workforce will reflect the demographics of the communities which we serve and in which we operate:

- By Q4 2023, the company will introduce an annual staff survey. It will include a specific measure of job satisfaction and diversity and inclusion in the workplace.
- By Q4 2024, [percentage] of staff will participate in the annual staff survey, an increase of [percentage] from 2023; [percentage] of staff will report positive job satisfaction, an increase of [percentage] from 2023.
- By Q1 2026, retention of [women, BIPOC] employees increases in years of service by [percentage] increase since 2023.

Building Team Buy-In & Ownership

With SMART Goals established, you can more effectively monitor and communicate progress, not to mention celebrate milestones.

- **Frequent and transparent communication** about your successes and challenges will be key to bringing everyone along on the journey and building buy-in—and eventually ownership of your DEI initiatives.
- Draw from the talking points and elaborate as it relates and is more **directly relevant to your company**, people, culture, and environment/markets.
- **To support your efforts**, IFPA staff would be happy to organize and present a program designed for your company to share the business case, answer questions, and explore ideas.

Staff Orientation & Learning

IFPA created an **on-demand, online learning course** for members that can be integrated into your company's staff orientation, onboarding and training.

The course consists of **four short modules** that provide your employees with an **essential understanding** of important **terms and concepts**, to support individual learning and **contribution to inclusivity**.

Staff Orientation & Learning

Module 1: What Do Diversity and Inclusion Mean?

Participants learn the definitions of these and other basic D&I terms and develop an understanding of the interdependence of diversity and inclusion. Participants also learn the scope of the populations affected by inequality, including gender, race, ability, and orientation.

Module 2: Understanding Barriers to Diversity & Inclusion

The most revealing and surprising aspects of understanding and implementing D&I are found in the perceptions people don't realize are affecting their interactions with others in the workplace. In this module, we explore unconscious bias, helping participants identify and work toward modifying their own preconceptions of and biases toward their coworkers.

Staff Orientation & Learning

Module 3: How Diversity & Inclusion Drive Business Performance From workplace culture to the effectiveness of teams and the success of projects, participants will study examples of how D&I positively impacts business performance.

Module 4: Supporting a Diverse and Inclusive Workplace

In this final module, participants will learn how D&I are implemented – from hiring initiatives to professional development to team-building and promotion. Real-world examples are explored.

Staff Orientation & Learning

At the conclusion of each module and end of the course, employees are required to **complete a proficiency quiz** to demonstrate a basic understanding of what they learned.

When they do, each will receive a **Certificate of Completion.**

The Diversity, Equity, & Inclusion

