



### Tools and Resources from DEI 301

It is encouraged that you watch the recording of DEI 301 for explanations of each resource. The DEI 301 recording can be found [here](#).

#### **Diversity: Tools for Organizational Diversity**

- Cultural SWOT Analysis
  - A cultural SWOT analysis identifies cultural strengths, weaknesses, opportunities and threats that lead to fact-based analysis, fresh perspectives and new ideas.
  - **Strengths-** Strengths describe what an organization excels at and what puts them a step above their competition.
  - **Weaknesses-** Weaknesses stop an organization from performing at its optimum level, these are areas where the business needs to improve to remain competitive in their field.
  - **Opportunities-** Opportunities refer to favorable external factors that could give an organization a greater competitive advantage.
  - **Threats-** Threats refer to factors that have the potential to harm an organization. These can look different for each business but could include cost of materials, increased competition, labor supply, etc.

#### **Inclusion: Tools for Organizational Inclusion**

- Inclusive Policy/Policy Review
  - Questions to consider when crafting policy:
    - Does the policy align with our purpose and goals?
    - Does this policy clearly and effectively communicate the values of the business?
    - Does the policy have the impact that was initially intended?
    - Does the policy follow local, state, and/or federal guidelines?
    - Is the policy easily implemented?
    - Is the language of the policy inclusive of all people?

#### **Equity: Tools for Organizational Equity**

- Strategic Planning
  - Strategic Planning can help create a vision and/or goals for the business to achieve measurable outcomes
  - Tools to guide development of a strategic plan can include:
    - A SWOT Analysis
    - Conducting needs assessments with those who are employed as well as those you serve
    - Identifying measurable short-term objectives, goals and initiatives
    - Planning long-term and future goals