

WEBINAR SERIES



Taking Action Together: CEO Action for Diversity & Inclusion

Presented by ACLI

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CEO **ACT!ON** FOR DIVERSITY & INCLUSION

BRIEFING DECK

July 2020

WHY NOW AND WHY CEO ACTION?

CEO ACTION FOR DIVERSITY & INCLUSION™

Pulse nightclub. Gender inequality. Terrorism. Alton Sterling. Dallas police shooting. #metoo. Charlottesville. Pittsburgh.

These searing events and issues sparked national protests, turmoil, and unrest in communities across the nation. The result is a complex mix of emotions: fear, anger, shock, outrage, numbness, and undoubtedly, tension.

Historically in corporate America, it has been expected that we check our identities, opinions, and affiliations at the door. Somehow professionals at every level are expected to master water cooler talk, but avoid discussing anything too heavy or close to home.

All too recently however, companies and their executives have realized that silence and inaction does not bode well for anyone. In fact, as society continues to turn to the business community for leadership on societal issues - be it race and gender equality or sexual orientation and religious tolerance - the business community can no longer check its responsibility to lead at the door.

Following the tragic events in Baton Rouge, St. Paul, and Dallas, CEOs from a dozen companies got together to catapult a coalition of business leaders to action. One by one, the list of committed CEOs has grown from 150 to over 1,000 signatories and counting. CEO Action for Diversity & Inclusion™ ([CEO Action](#)) works to engage CEOs across industries, regions, and sectors to advance diversity in the workplace and create an environment of true inclusivity. As CEOs, not only do we have the responsibility to act, we have the capacity to effect real change across the business community.

CEO Action for
Diversity & Inclusion™
is the largest CEO-driven
business commitment to
advance diversity and
inclusion within the workplace.

DATA DRIVEN APPROACH

CEO **ACT!ON** FOR DIVERSITY & INCLUSION

85% of CEOs who have invested in diversity and inclusion programs saw **enhanced business performance**¹

86% of female millennials identify an employer's policy on diversity and inclusion as an important factor when **deciding where to work**²

Employees who feel comfortable discussing race relations at work are more likely to feel that their ideas are **heard and recognized** and feel free to **express their views and opinions**³

More than one quarter of employees would feel comfortable talking about race relations at work if a manager or team leader initiated a one-on-one discussion⁴

Black employees who say it is never acceptable at their companies to speak out about experiences of racial bias are **nearly 3 times as likely** to intend to leave their companies within a year⁷

78% of CEOs who have invested in diversity and inclusion programs have seen a **greater capacity for innovation** within their organizations⁵

69% of professionals who are aware of companies that have **responded to societal incidents** of racial discrimination say it made them view those companies more positively⁶

Companies in the top quartile for racial and ethnic diversity are **35% more likely** to have returns above the national industry⁸

1. PwC: 18th Annual Global CEO Survey, 2015 2. PwC: The Female Millennial, 2016 3. Center for Talent Innovation: Easing Racial Tensions Report, 2017 4. Center for Talent Innovation: Easing Racial Tensions Report, 2017 5. PwC: 18th Annual Global CEO Survey, 2015 6. Center for Talent Innovation: Easing Racial Tensions Report, 2017 7. Center for Talent Innovation: Easing Racial Tensions Report, 2017 8. Ellen McGirt, CEO Closed Door Session Presentation, 2017

WE WANT CEO SIGNATORIES TO PLEDGE TO...

1

Cultivate environments that support **open dialogue** on complex, and sometimes difficult, conversations about diversity and inclusion.

2

Implement and expand **unconscious bias education** and training.

3

To **share** best known—and unsuccessful—diversity and inclusion programs and initiatives among signatories so we all can learn from each other.

4

Engage boards of directors (or equivalent governing bodies) in the development and evaluation of inclusion and diversity strategies.

“CEO Action provides an opportunity to learn from each other, engage more people, and strengthen our society as a whole.” - New York Life CEO and Chairman Ted Mathas

CEO **ACT!ON** FOR
DIVERSITY & INCLUSION

COALITION SNAPSHOT

1,100+ SIGNATORIES

25+ NEW SIGNATORIES JOIN EVERY MONTH

85 INDUSTRIES AND SECTORS REPRESENTED

1,000+ ACTIONS SHARED ON [THE HUB](#)

KEY DIFFERENTIATORS

- **CEO-led**
It is the largest CEO-driven business commitment to advance diversity and inclusion within the workplace.
- **Leadership Learning**
CEO signatories come together for candid, productive conversations and unparalleled experiential learning opportunities with their peers.
- **Size and scale**
1100+ companies and organizations across industries and geographies.
- **Driven by actions and sharing**
The commitments are action-oriented and the hub, CEOAction.com, serves as the first of-its-kind for signatories to share and collaborate to advance diversity and inclusion.



“FEEL IT. OWN IT. ACT BOLDLY.”

– Van Jones, Founder & President, Dream Corps and CNN Commentator

CEO **ACT! ON** FOR
DIVERSITY & INCLUSION

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A BUSINESS COALITION WITH MOMENTUM

- o **1100+** CEO signatories representing more than 15 million employees and students
- o **80+** academic institutions
- o 85+ industries and sectors
- o **1000+** actions shared

HIGHLIGHTS OF COLLECTIVE ACTION TO DATE

- o Convened 300+ CEOs across three Closed-Door Sessions around taking greater action
- o Convened 700+ CHROs + CDOs across three summits bridging strategy to implementation
- o Drove dialogue with 600K+ employees across 150+ organizations and 1,000+ locations through Day of Understanding
- o Developed tools and resources, including self-diagnostic company assessments on gender equity and racial diversity and inclusion
- o Executed a nationwide unconscious bias tour nationwide that made 100+ stops through 2019



HOW ARE WE TAKING ACTION?

CONVENING LEADERS

- **CEO Closed-Door Session & CHRO and CDO Summit**

Combined annual events every November

The CEO-only session is designed to inspire action and discuss forward-thinking approaches.

The annual CHRO/CDO working session for executive leadership is to identify actions to support their CEOs' efforts.

- **Thought Leadership**
CEO Action allows for participation in high-level industry events and national conferences.

ENGAGING WORKFORCE AND COMMUNITY

- **I Act On Pledge**
Personal pledge that any employee can take as a call to action in line with their CEO's commitment.

ACCESS TO RESOURCES AND BEST PRACTICES

- **Monthly Webcast Series**
Monthly webcast series spotlighting signatory organizations on specific diversity & inclusion topics
- **Access to Tools to Enable Action on Commitments**
Specific trainings (unconscious bias training, how to hold conversations of understanding) and tools (self-diagnostic company assessments on gender equity and racial diversity and inclusion) available to facilitate action.
- **Monthly Newsletter**
Monthly newsletter (bi-monthly for CEOs) distributed to share latest news on CEO Action, events to participate in and to spotlight resources for upcoming inclusion events.

PEER-TO-PEER NETWORK

CEO Action hub: An [online hub](#) serves as the first-of-its kind for companies to share successful - and unsuccessful - practices. Signatories are encouraged to use the hub as a clearinghouse for resources, best practices and peer-to-peer engagement.

~1000 actions have been posted on the hub in 19 key topic areas including metrics and accountability, recruiting and developing diverse talent, and engaging men.



**WHAT'S IN IT
FOR YOU?**

LEARNING AND VISIBILITY OPPORTUNITIES

IT'S TIME TO WORK TOGETHER.

CEO Action provides business leaders with unique learning experiences to explore with their peers. We make it a priority for CEOs to engage in peer-to-peer discussions which contribute to the vision and strategy of the coalition. Signatory gatherings are nontraditional, experiential, and action-oriented.

CEO Action is about CEO learning, leadership, and collaboration to effect change.

89% of signatories are having internal dialogues and difficult conversations around diversity and inclusion.

89% of signatory organizations have implemented unconscious bias education.

SIGNATORY GATHERINGS



THOUGHT LEADERSHIP

SPEAKING EVENTS



ENGAGE YOUR WORKFORCE



The desire to take action and increase understanding will always be at the heart of CEO Action for Diversity & Inclusion™. The goal: to embrace differences and increase understanding through candid conversations about unconscious bias and other diversity and inclusion topics..

The most recent Day of Understanding was held in February 2020.

200+ organizations. 800+ locations.
Thousands of conversations.

Tangible themes from the [Check Your Blind Spots](#) unconscious bias tour can help better engage your current and future workforce and help drive change.

Experiential resources give people a chance to learn about and explore ways to mitigate unconscious bias.



Questions?

Thank You



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