2024 Q2
TREND REPORT

METRO ATLANTA CHAMBER

CONTENTS

WELCOME

Fostering a culture of inclusivity and equity is more important than ever in today's ever-evolving workplace. The DEI Quarterly Trend Report is designed to highlight our progress, identify areas for improvement, and share best practices that can help us all contribute to a more diverse and equitable environment.

Leading DEI initiatives can be challenging, but your efforts are making a significant impact. We want to recognize and thank you for your unwavering commitment. Your work is not just changing your organization but also setting an example for others to follow.

As you delve into this report, we encourage you to reflect on your role in fostering a diverse and inclusive workplace. Every action, no matter how small, contributes to building an environment where everyone feels valued and respected. Your commitment to DEI is crucial to our collective success.

We encourage you to share your stories, challenges, and successes with the DEI community. Let's learn from each other and continue to support one another in this journey. Together, we can create a workplace where everyone feels valued and empowered.

We value your feedback and insights. If you have any questions, suggestions, or stories to share, please do not hesitate to reach out. Together, we can continue to learn, grow, and create a more inclusive future for all. Thank you for your ongoing dedication to Diversity, Equity, and Inclusion.

MICHAEL BAPTISTE
VP, DEI

TRENDS

WHY ARE WE STILL TALKING ABOUT THE BUSINESS CASE FOR DIVERSITY?

The business case for diversity is not new. It has been around for decades. Diversity, equity and inclusion (DEI) leaders have been sharing the same business case for years. According to Julie Kratz, founder of Next Pivot Point and The Little Allies, organizations that work to promote allyship in the workplace It has been demonstrated time and again that diverse-led organizations are:

- 39% more likely to outperform those lacking diversity
- 12x more likely to engage and retain employees
- Nearly 8.5x times more likely to inspire a sense of belonging.
- 8.5x more likely to satisfy and retain customers.

Read this Forbes Contributor article to learn more.
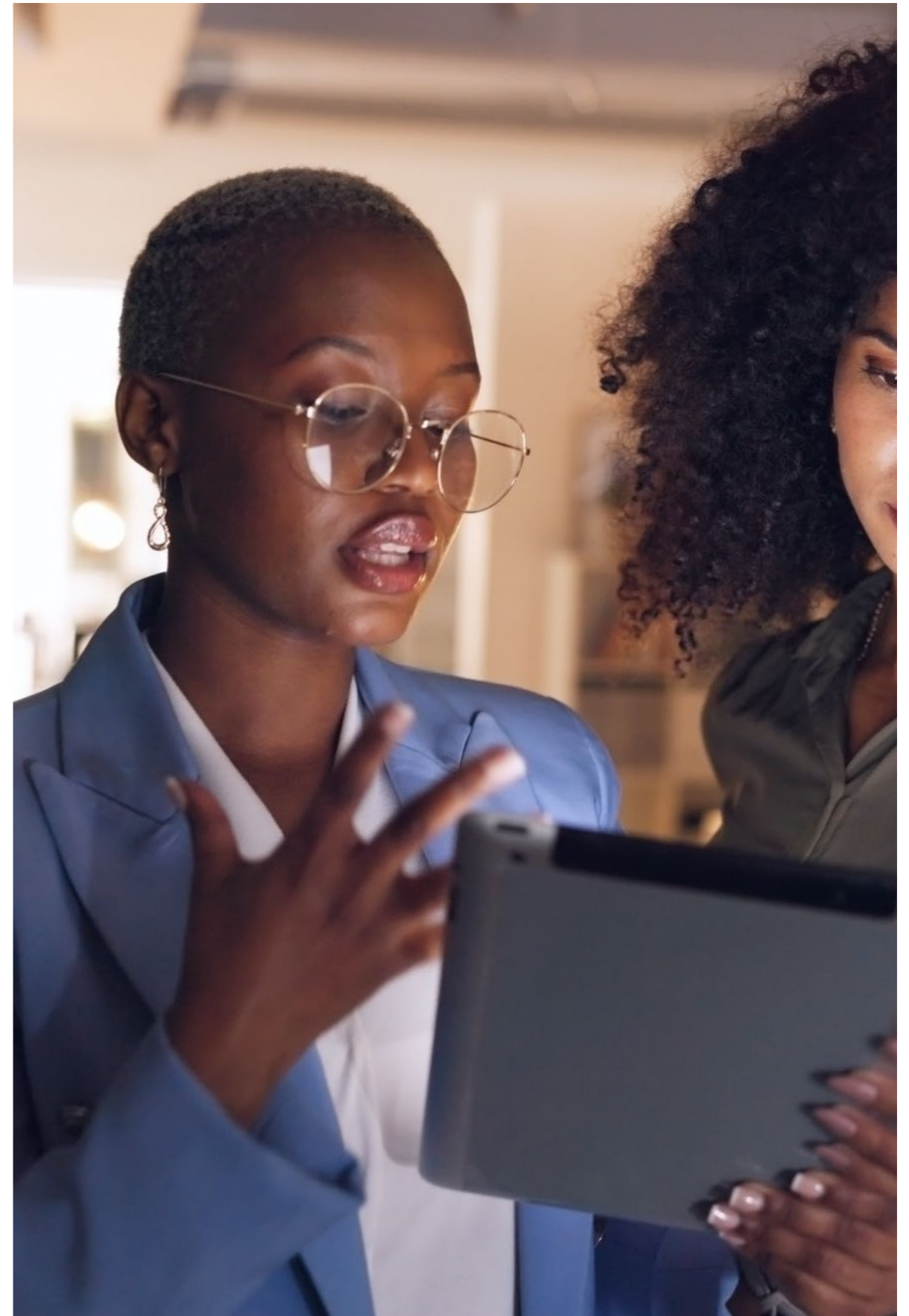
REVISITING FIVE PREDICTIONS DEI EXPERTS ARE MAKING FOR 2024

Seramount's top advisors were asked to make predictions on what they are hearing in the diversity, equity, and inclusion (DEI) space. Armed with the knowledge that 2024 was going to be a tumultuous year and Seramount's research on Volatile Times, the advisors gave their predictions based on what was most top of mind for Seramount partner organizations.

Now, halfway through 2024, this year is proving to be a roller coaster of emotions, policy changes, and looking to the future. As the next six months unfold in the DEI and Talent landscape, we'll hurtle toward the most decisive national election yet. Navigating this dynamic landscape will demand unparalleled agility, creativity, resilience—and above all a steadfast commitment to building a more inclusive future for all.
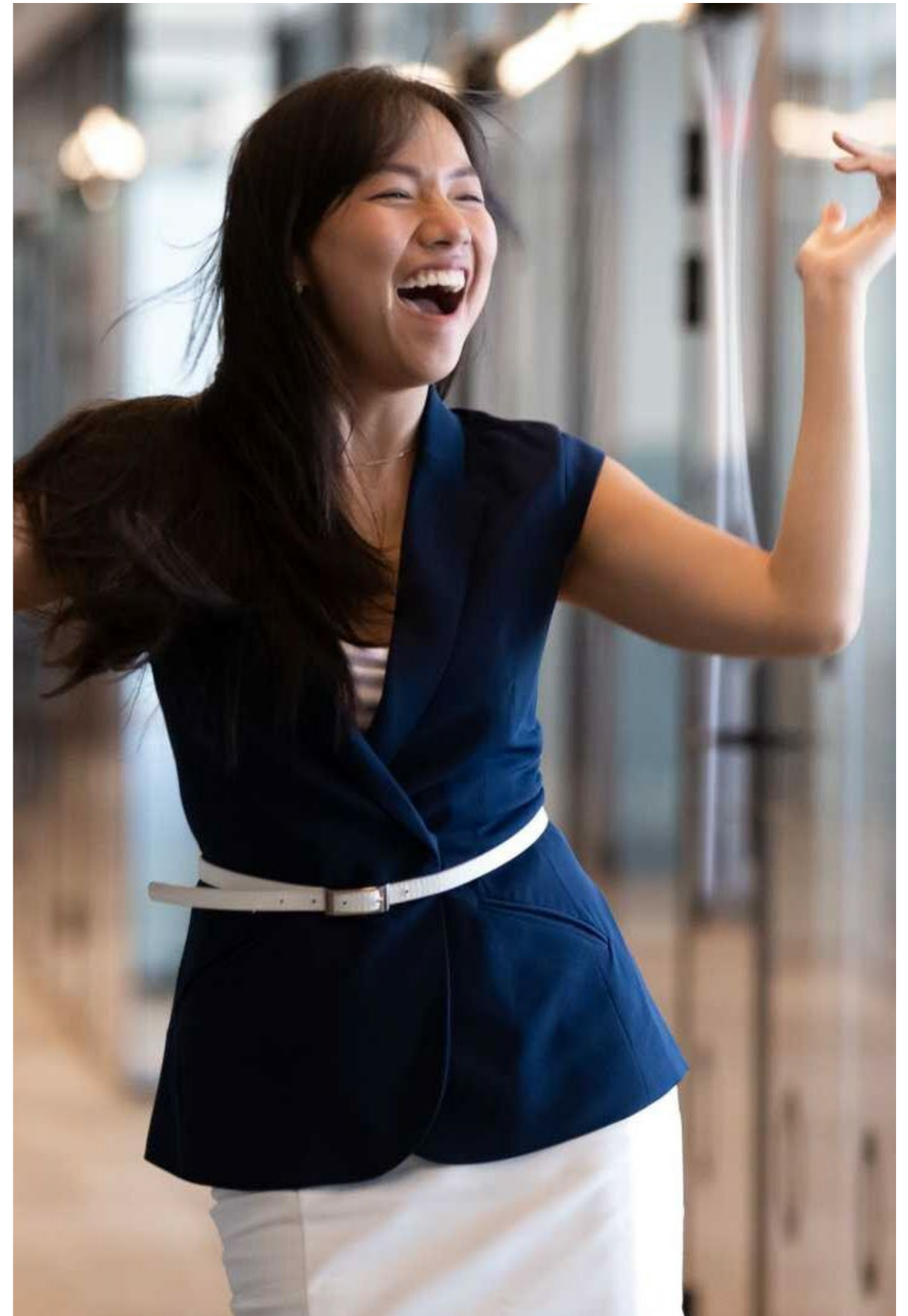
FOUR MYTHS AND TRUTHS TO SUPPORT ASPIRING AND COMMITTED INCLUSIVE LEADERS

This Forbes Contributor [article](#) by Simone Morris, an award-winning Inclusive Leadership Expert, focuses on debunking the general myths and revealing the truths that shape the journey of inclusive leaders. By doing so, we aim to foster a deeper understanding, encourage self-reflection, and pave the way for continuous improvement.

It is important to pay close attention to the myths we perceive to be true and consider how the alignment of our actions with the shared truths can enhance our effectiveness as an inclusive leader.

FOUR ESSENTIAL LEVERS FOR BUILDING A THRIVING WORKPLACE CULTURE

This blog post is a collaborative effort between Lily Woi and Seramount. In it, she shares her expertise in culture change in the workplace.

Culture plays a pivotal role in shaping the success and sustainability of organizations. It sets the tone for employee behavior, influences decision-making processes, and ultimately defines the organization's identity.

As a 2021 Sloan Review article explains, "Companies cannot realize the true potential of digital transformation, embrace new business models, or implement new ways of working without supporting changes in organizational behaviors and norms." This sentiment is echoed by PWC's 2021 Global Culture Survey, where a staggering 72% of leaders identified culture as vital for preparing for future changes.
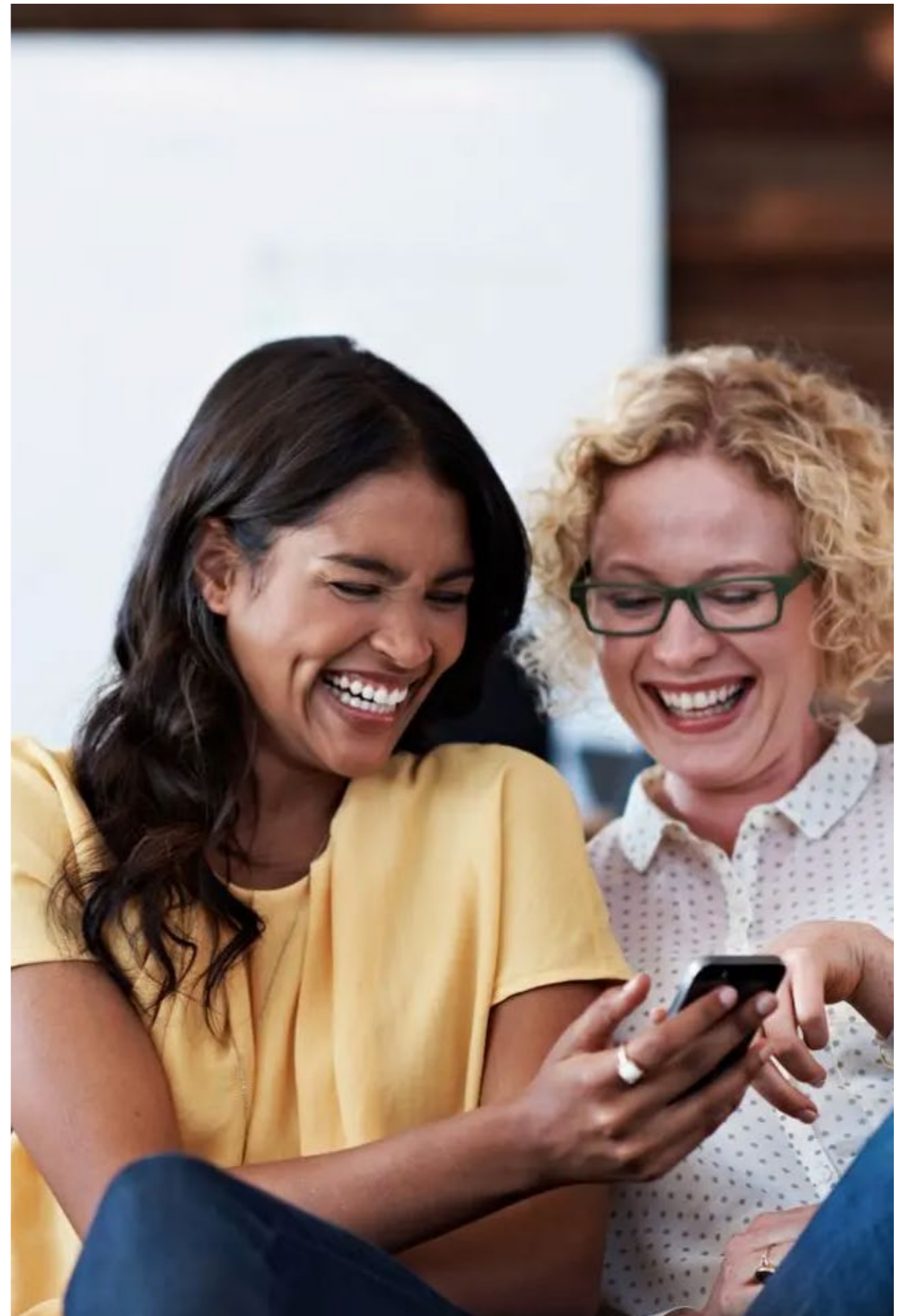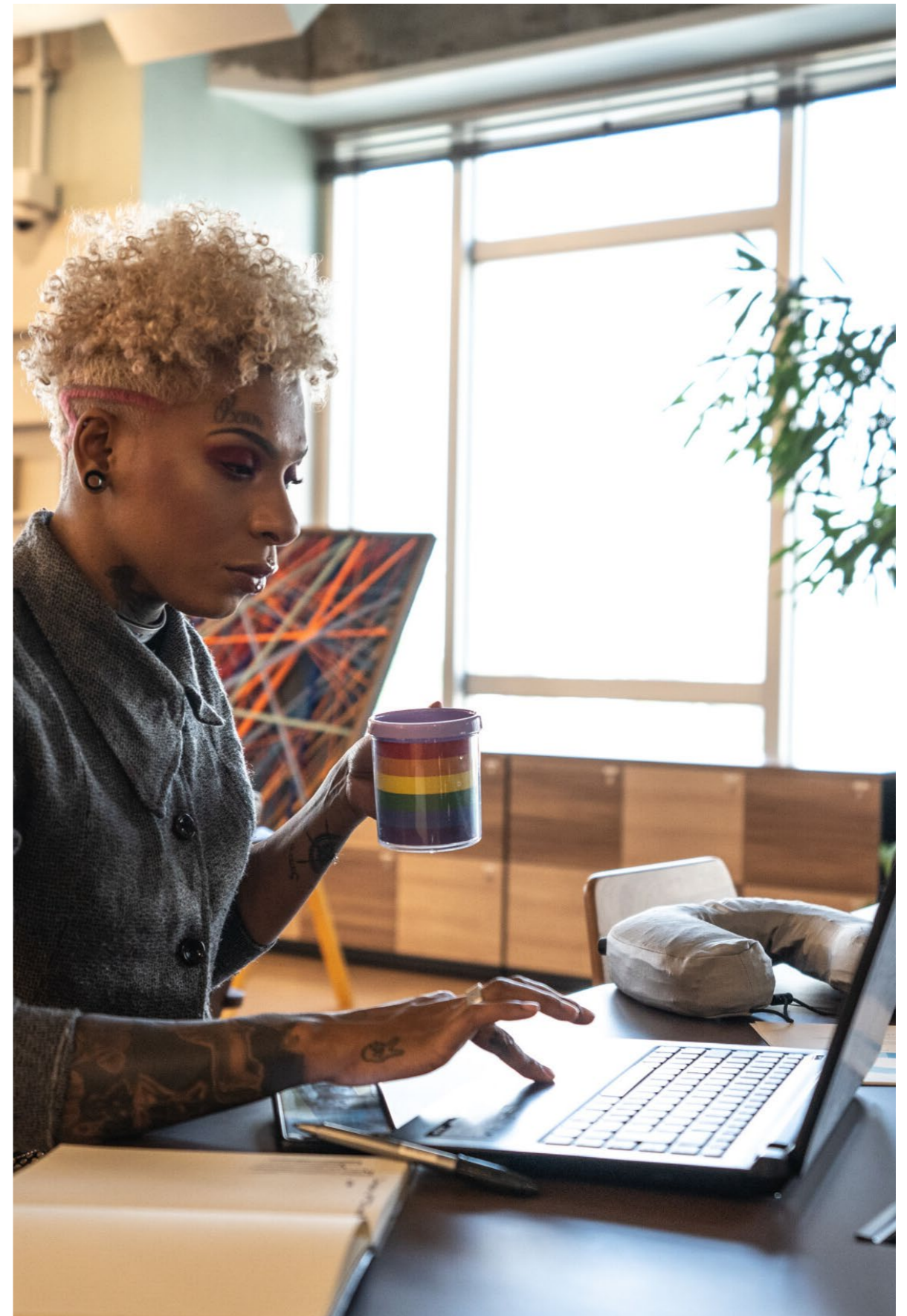
SMALL BUSINESS KNOW THAT DIVERSITY AND INCLUSION ARE GOOD FOR BUSINESS

In this Forbes Contributor article by Julie Kratz, founder of Next Pivot Point and Little Allies, she discusses how larger global organizations started doing diversity work because it was a business imperative to stay relevant to their shifting customer bases.

As of late, diversity work has come into the crosshairs of political debate, and some larger organizations are unsure of how to proceed. But small businesses are staying firm on diversity and inclusion because they see the positive impacts on business performance. As many of us already know, diversity and inclusion work has been around for decades.

Embedding DEI into existing programs has a bigger impact

Companies can't tackle everything at one time. But when it comes to DEI, reaching for higher-hanging fruit pays off.

The data suggests that DEI efforts that are *integrated* into the way the business operates are more impactful than one-off events. Of all the actions we considered, providing transparent processes for career advancement had the biggest and only *meaningful* impact on employees believing the company values diversity.

Transparent processes have the biggest impact on perception that company values diversity

Company has:

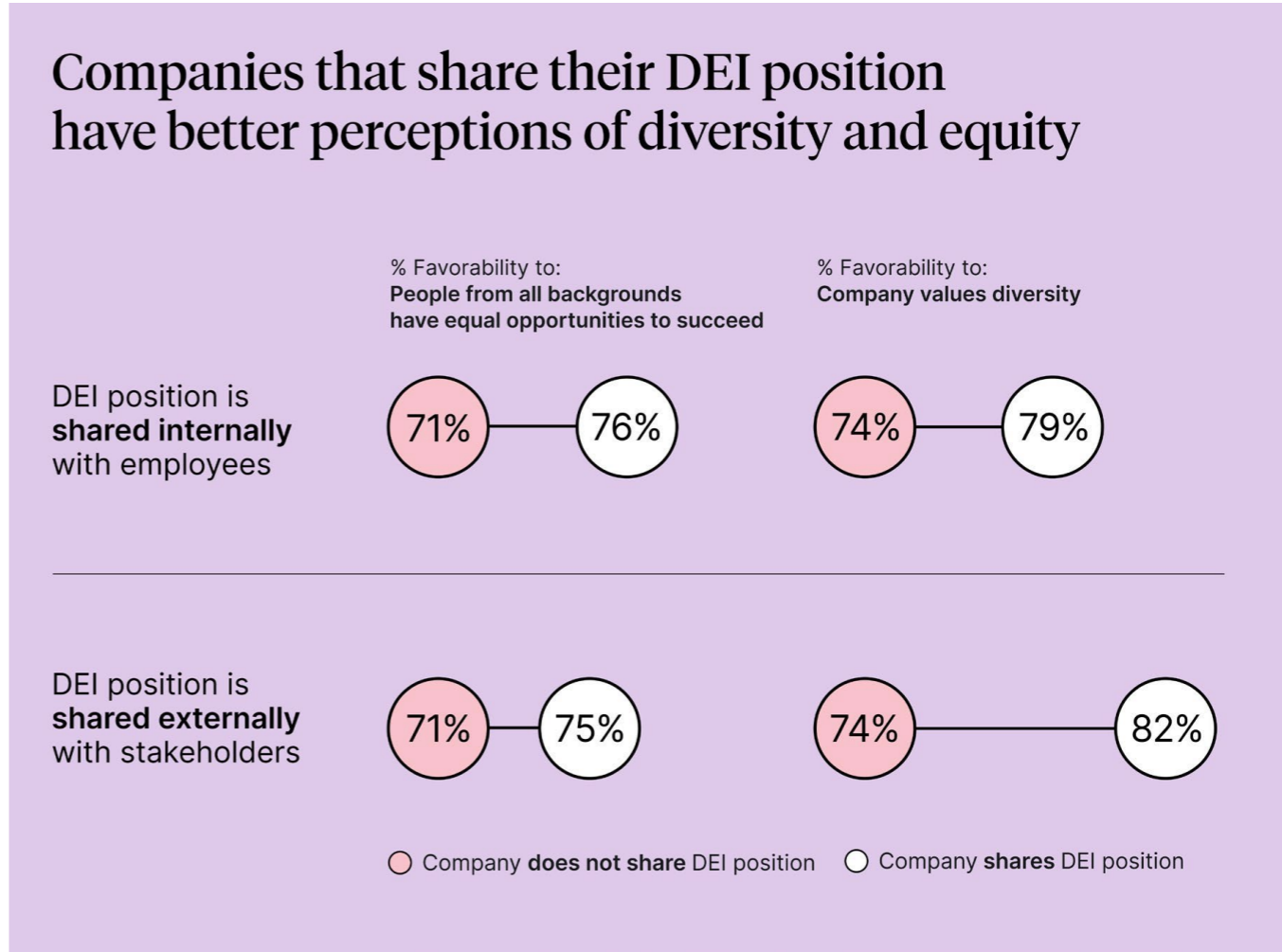| Action	Difference
Transparent processes for career advancement	7%
External consultants	3%
DEI trainings	2%
Employee recognition program	1%
DEI events for employees	-1%
DEI council or committee	-2%
DEI focused discussions	-3%

-4% 0% 8%

Difference in favorability on **"Company values diversity"** between companies who have the action vs not

Embedding DEI into existing programs has a bigger impact

The hypothesis is that one-off actions may be less effective because they are generally under-resourced and reliant on volunteers. One-off actions are not something to avoid; however, there is a risk in doing them without adequate resources.

By "doing more with less," companies risk that their one-off actions will be perceived by employees as performative.

For employees to believe that a company's commitment to and investment in DEI is genuine, as measured by investment in equitable talent processes, our data suggests that DEI principles must be infused into systems employees interact with every day. Doing so is taking an equity-first approach.

Companies that share their DEI position have better perceptions of diversity and equity

% Favorability to:
People from all backgrounds have equal opportunities to succeed

% Favorability to:
Company values diversity

DEI position is **shared internally** with employees — 71% — 76% | 74% — 79%

DEI position is **shared externally** with stakeholders — 71% — 75% | 74% — 82%

○ Company **does not share** DEI position   ○ Company **shares** DEI position

AARE
UPDATE

CORPORATE POLICIES – ADVANCING DIVERSE TALENT

Problem Statement: Atlanta-based businesses have not fully leveraged our region's strength as a location of choice for Black college students and Black talent across industries.

The 2024 ATL Action for Racial Equity Assessment addressed racial equity in survey respondents' corporate policies related to:

- Building a diverse talent pipeline to recruit Black candidates
- Developing and retaining Black talent in your organization
- Ensuring HR policies reflect inclusive behaviors and set DEI strategy and performance objectives

Figure 8 | KPIs for Key Focus Area #1: Corporate Policies

People	Talent Pipeline	HR Policies
• Expand Black salaried workforce	• Accelerate recruiting and partnership efforts with the Atlanta University Center Consortium	• Adopt DEI best practices at scale
• Increase the number of Black employees in senior management roles	• Establish formal recruiting relationships with Georgia State University, Georgia Institute of Technology and other local universities and technical colleges with a focus on recruiting Black graduates	• Implement unconscious bias/conscious inclusion training
• Elect Black leaders to all boards	• Continue recruiting Black students across our higher education community	• Implement DEI performance objectives
	• Assess diversity on executive candidate slates and interview panels	• Commit to pay equity
		• Remove unnecessary requirements for college degrees for appropriate roles

Source https://www.atlracialequity.com/reporting

Key Focus Area #1: Corporate Policies

Strengths

- Organizations exhibit prioritization of diversity and leadership roles with a designated DEI leader.

- 82% of respondents reported having a designated DEI leader in 2023, over 71% in 2022.

- 72% of organizations have Black leaders represented in the C-Suite, and 76% have Black leaders on the Board. This is similar to 2022 when 69% of organizations reported Black C-Suite leaders and 72% reported Black Board representation.

- Organizations continue to invest in policies focused on racial equity in organizational aspects such as hiring and promotion.

Opportunities

- Even though there was an overall increase in designated DEI leaders from last year, there is still room to grow in terms of corporate policies that promote racial equity, such as increasing the percentage of organizations with Black leadership going forward. Survey findings, for example, indicated that the number of organizations with a significant portion of their C-Suite and Board members that identify as Black remained at 12% and 11%, respectively.

- There is room for improvement in organizations partnering with HBCUs, in implementing increased tracking practices among Black talent in hiring, retention, and promotion rates, and in implementing practices to improve the retention rate of Black talent.

- Although 78% of organizations have created a DEI strategy, there is room for growth in establishing formal DEI performance objectives.

Source https://www.atlracialequity.com/reporting

COMPANY DEI
BEST PRACTICE

Slutty Vegan, Operation Hope founders surprise HBCU grads with nearly $9 million gift

Chase gives $1.7 million for equitable development in Black neighborhoods

Morehouse College, Sage Software expand partnership to prepare Black tech founders

Emory Healthcare names first chief diversity, equity and inclusion officer

Southern CEOs: Don't just celebrate Pride, catalyze it

Morehouse program helps add diversity to Atlanta airport concessions

HERITAGE MONTH/DIVERSITY DAY ACKNOWLEDGEMENT

Past Heritage Month/Diversity Day Acknowledgement

April
- Celebrate Diversity Month
- Autism Awareness Month
- Deaf History Month
- National Arab American Heritage Month
- Passover

May
- Asian American - Pacific Islander Heritage Month
- Jewish American Heritage Month
- Mental Health Awareness
- National Military Appreciation Month

June
- PRIDE Month
- Caribbean American Heritage Month
- Immigrant Heritage Month
- Juneteenth

Upcoming Heritage Months/Diversity Days

July
- Disability PRIDE Month
- Nelson Mandela International Day
- Black Women's Equal Pay Day

August
- International Day of the World's Indigenous Peoples
- Raksha Bandham
- International Day for the Remembrance of the Slave Trade and its Abolition
- Women's Equality Day

September
- Hispanic/Latino Heritage Month
- Intergenerational Month
- Labor Day
- Native American Day