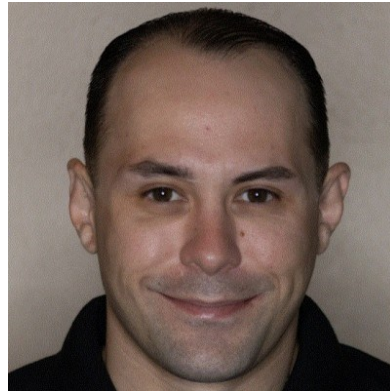


Center for Automotive Diversity, Inclusion & Advancement

DEI Competency Framework for a CEO-Centric Approach



Kyle W. Brown

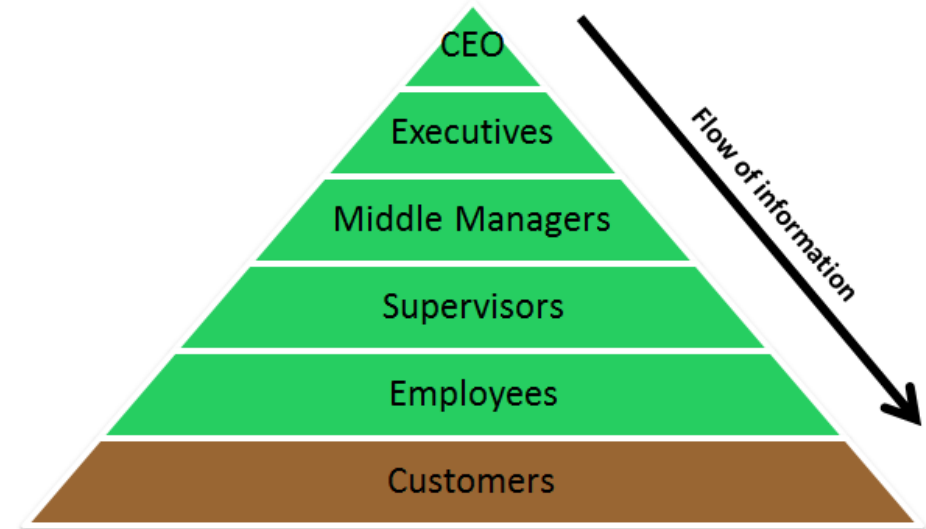
Overview

- DEI Challenge and it's Importance
- Process
- Final Deliverable
- Lessons Learned
- Preliminary Results
- Conclusion



DEI Challenge

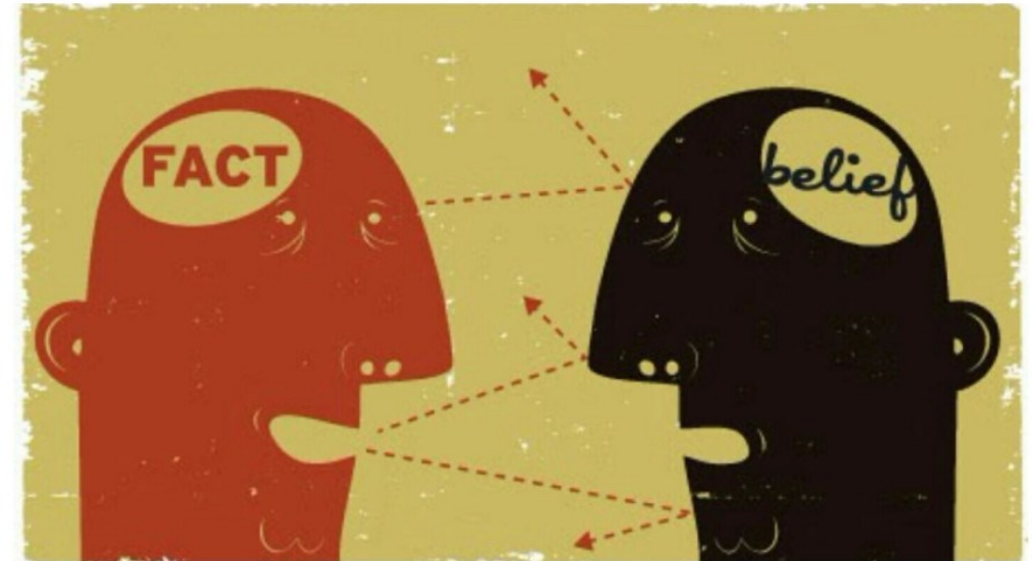
- CEO-Centric Approach
- Strategic Management Focused
- Competency Checklist
- All-in for the Buy-in
- Transition
- Self-Realization



Problem Statement: DEI Competency Framework focusing on top-down approach from Strategic Managers to Functional Managers.

Process

- Subtle Engagement
 - Initiate Conversation
 - Identify Weaknesses
 - Focus on Barriers
- Psychoanalysis Approach
- Embed DEI in the Psyche
- Eliminate Preconceived Notions/Unconscious bias
- Hands on with Use Case

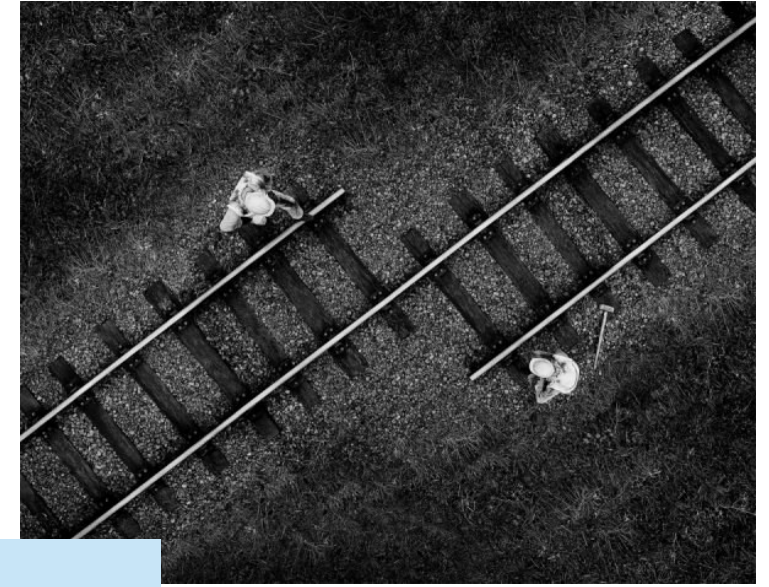


Final Deliverable

DEI Competency Framework				Required Competency Level (U = Understanding, A = Apply, L = Leverage,				
				Role				
Getting Started	1. DEI Basics	Diversity	Definition & Introduction Diversity Dimensions & Intersectionality Identity Exploration Privilege, Discrimination & Oppression	Exempt Individual Contributor	Non-Exempt Individual Contributor	People Leaders	Senior Leaders	DEI Responsible Role
		Equity	Access & Justice Equity vs. Equality Equity Organization Examples Key Considerations					
	2. DEI Value Proposition	Inclusion	What is it and why does it matter? Barriers to Inclusion Identifying Invisible Barriers Fostering Inclusion					
		The Case for Change	History and Evolution The Current State of DEI The Future of DEI DEI Stakeholders: Investors, Future of Work, Products, Talent, Customer					
	3. Foundation	3 P's - Performance, Productivity and People	Performance Productivity People The Business Case Nuance					
		The Case for DEI	The Importance of Defining a "Why" Different Cases: Business, Moral, Functional, Responsive, Joy Business & Moral Case Caution Best Practices; Defining Your Organization's Unique Value Statement					
	3. Foundation	Systems Change	What gets in the way Systemic Change DEI Maturity John Kotter's framework for organization change & GDEIB					
		Vision	Best Practices Desired Future State Anticipated Obstacles					

Lessons Learned

- Push Back
- Misaligned Strategies
- Data-Driven Discovery
- Surveys
- Polls Ineffective
- Blind Studies
- Developing Focus Group



Preliminary Results

- ~20 Companies Participating
- Organizations differ from Strategy
- Unwillingness to be Truthful
- Unconscious Bias at All-Levels
- Preliminary Results are Inconclusive



Conclusion

- DEI Competency Framework targeting Strategic Management.
- CEO-Centric Approach focusing on upper management.
- Identify bias through engagement, implementation, and CEO characteristics.
- Final deliverable is DEI Competency Checklist with Research Report.
- Preliminary results are inconclusive.



Any Questions or Comments?



Thank you



CERTIFICATE OF COMPLETION

CADIA DEI Accelerator Program

December 2021

This Certification is Awarded to:

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