



Research Snapshot: Most Effective DEI Programs

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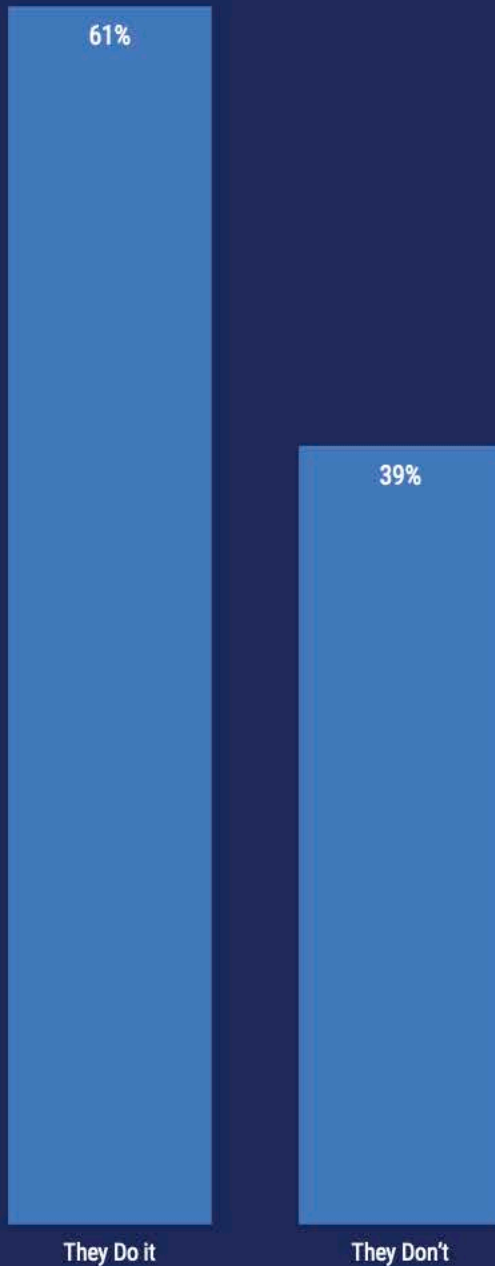
The 2021 Diversity State of the Industry survey received over 400 responses from diversity practitioners and executives. 71 percent of these organizations have made the business case for DEI to some extent. This Research Snapshot explores which DEI programs they utilize to achieve their DEI goals.

Key Findings

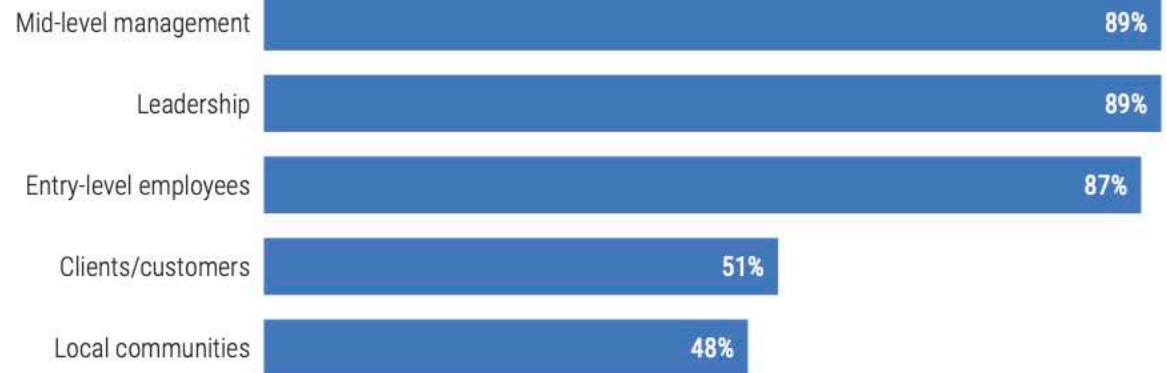
It is not enough to merely offer DEI programming. Tying programming to strategic goals is essential in the effort to connect diversity initiatives to organizational outcomes. One way to achieve this is to explore the diversity efforts of organizations that have made the business case for diversity.

- 01** **51 percent of organizations who have** made the business case for DEI have experienced improved employee engagement. 25 percent have improved employee retention.
- 02** **Of these respondents 13 percent have** been able to calculate a formal return on investment for their DEI investment. They are interested in understanding how diversity adds bottom line value to an organization.
- 03** **52 percent of these organizations set** targets to increase diversity amongst their employees. 48 percent have made progress towards achieving those goals.
- 04** **Most of these organizations target their** employees with diversity programming, but nearly half of them also engage their clients and communities with DEI initiatives.
- 05** **More than half of the organizations that** have made the business case for D&I externally benchmark their diversity strategy and programming. The effective DEI function is not siloed. It is engaged with external assessment.
- 06** **95 percent of these organizations offer** diversity programming. The majority of them support this programming with Webinars (55 percent).

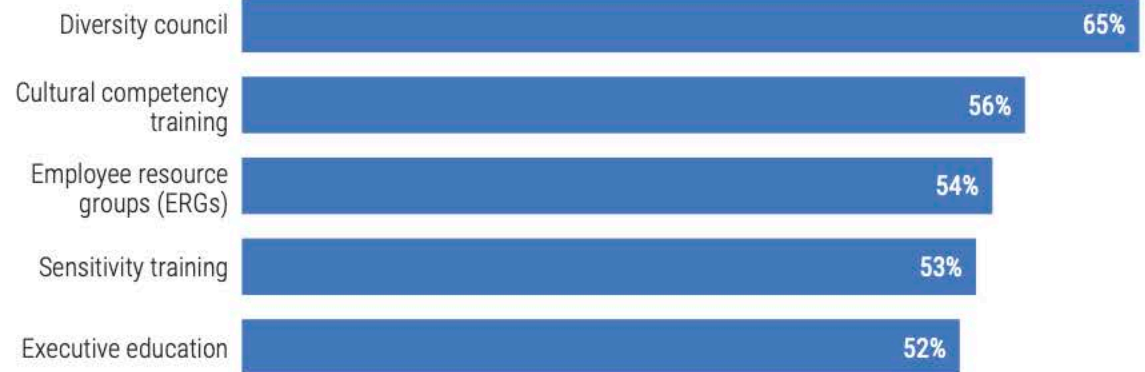
Benchmark DEI Strategy and Practices



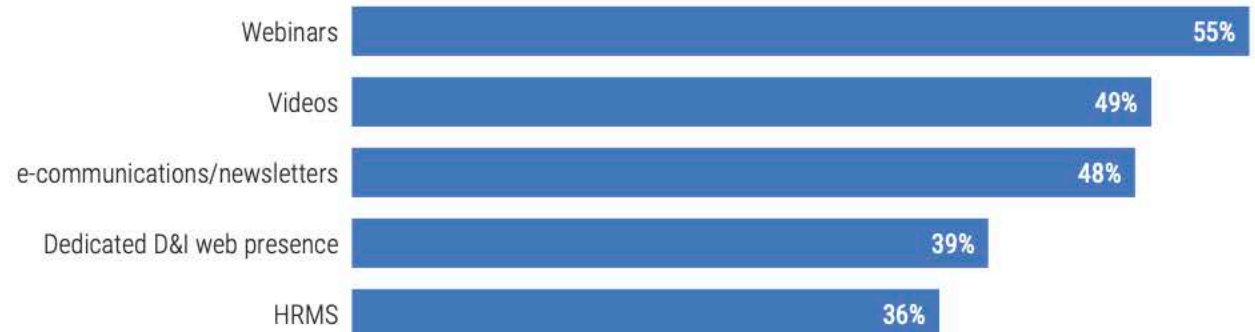
Top 5 Segments Targeted for D&I Programming



Top 5 DEI Programs or Strategies



Top 5 Technologies that Support D&I Initiatives



About

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