

# Diversity, equity and inclusion (DEI) playbook checklist

## Lay the foundation

- Identify the opportunities
- Define your terminology
- Define your “why”
- Define your mission and vision

## Gather key stakeholders

- Gather buy-in from the top
- Gather a cross-functional group of key stakeholders

## Conduct an internal assessment

- Identify where you are as an organization
- Identify your opportunities for improvement
- Review demographics
- Document what you’ve accomplished in the DEI space

## Build your strategy and implement

- Identify opportunities within each of the best practice categories
  - Overall Strategy
  - Recruitment/retention
  - Community
  - Supplier Diversity
  - Workplace programs
  - Training/education
- Determine where you’d like to be
  - Short term goals
  - Long term goals

## Hold yourself accountable

- Set goals
- Monitor progress
- Regularly assess how you’re doing
- Be transparent
- Acknowledge your mistakes and use as an opportunity to learn and grow
- Share opportunities for improvement



**If you would like one-on-one assistance with your business's DEI strategy, please contact Whitney Harvey, our Sr. Director of Workforce Diversity and Inclusion at [wharvey@mnchamber.com](mailto:wharvey@mnchamber.com) or 612.618.6074.**



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