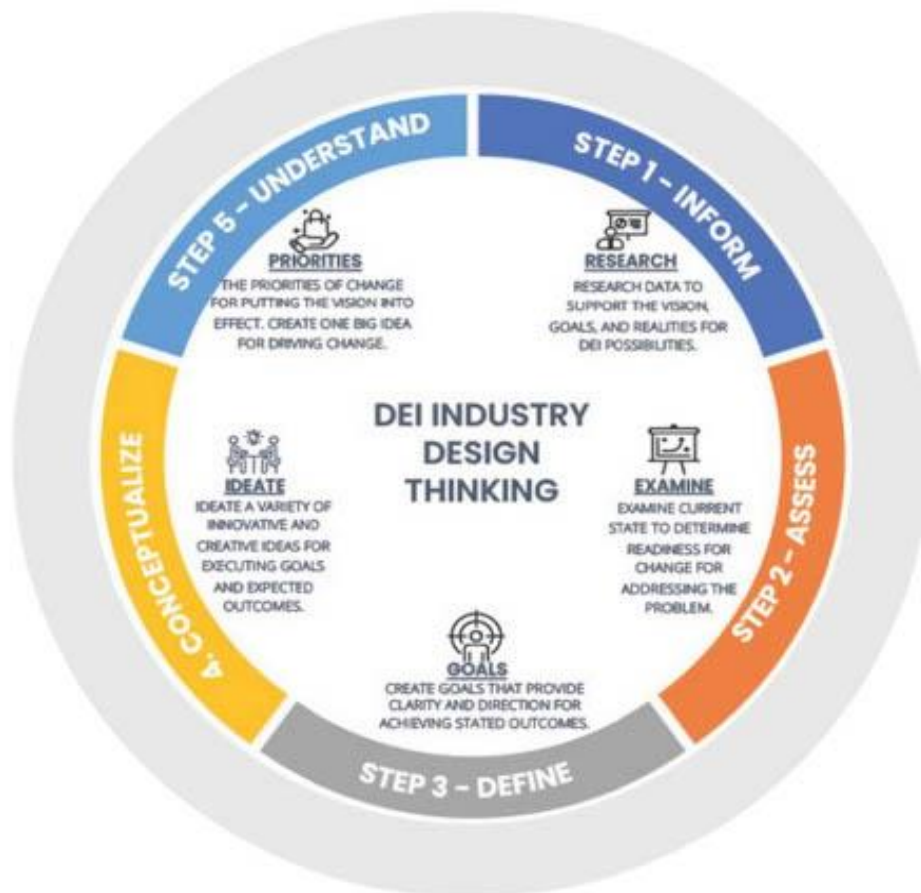




2022 DIVERSITY LEARNING SOLUTIONS PRESENTS

# INAUGURAL DEI INDUSTRY DESIGN THINKING SUMMIT WORKBOOK



Welcome to Diversity Learning Solutions' DEI Industry Design Thinking Summit. This inaugural summit is an opportunity to support diversity practitioners with creating strategic goals and executable strategies for impacting change in the workplace. We encourage you to use this workbook as a tool for capturing insights and best practices for solving DEI problems.

May 4, 2022



## PREWORK

Please take a few minutes to answer the following questions regarding your current DEI strategy. This pre-work will support your participation in the capstone industry lab, which is where you will apply insights and the Design Thinking methodology for solving a DEI problem. Please take 10-15 minutes to answer the following SWOT questions regarding your current DEI strategy.

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### ***CURRENT STATE OF DEI STRATEGY DRIVING EFFORT TO IMPACT***

**NAME OF INDUSTRY** \_\_\_\_\_

<b>STRENGTHS – TO DRIVE STRATEGY</b>  1.  2.  3.	<b>WEAKNESSES - THAT ARE BARRIERS TO EXECUTION</b>  1.  2.  3.
<b>OPPORTUNITIES – FOR IMMEDIATE POSSIBILITIES</b>  1.  2.  3.	<b>THREATS – THAT PROHIBIT INTEGRATION OF DEI PROGRESS</b>  1.  2.  3.

**DESIGN THINKING MODULE I: DATACAST SPRINT**

**STEP 1: INFORM**

**INSIGHTS TO HACK THE BARRIERS: HEAR THE TRUTH**

**PRESENTER: PAMELA A. MCELVANE, CEO, DIVERSITY MBA MEDIA, DIVERSITY  
LEARNING SOLUTIONS**

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**KEY INSIGHTS**

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# **DESIGN THINKING MODULE II: RETROCAST SPRINT**

## **STEP 2: ASSESS**

### **REVERSE ENGINEER YOUR DEI BUSINESS STRATEGY**

**DR. SURI SURINDER, CEO CTR FACTOR & CHIEF LEARNING OFFICER,  
DIVERSITY LEARNING SOLUTIONS**

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#### **KEY INSIGHTS**

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# DESIGN THINKING MODULE III: FUTURECAST SPRINT

## STEP 3: DEFINE

**REDESIGN GOALS TO THINK BIG TO GAIN CLARITY FOR EXECUTION**

**ED KOPKO, CEO BOLD BUSINESS & AUTHOR PROJECT BOLD LIFE**

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### KEY INSIGHTS

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# DESIGN THINKING KEYNOTE SPRINT

## STEPS 4 AND 5: CONCEPTUALIZE AND UNDERSTAND

LEAN INTO IDEATION TO FOSTER INNOVATION FOR HIGH PERFORMANCE

GEORGE HALVORSON, CHAIRMAN & CEO INSTITUTE FOR INTERGROUP UNDERSTANDING, RETIRED CEO KAISER PERMANENTE, AND EIGHT TIME AUTHOR

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### KEY INSIGHTS

# CAPSTONE INDUSTRY LAB PROJECT

## DESIGN FRAMEWORK

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1. Review Design Framework and Steps
2. Determine the DEI Industry Problem to Approach
3. Research supporting the problem
4. Apply the DEI Industry Design Thinking Process
5. Summary of Results and Final Conclusions

The following framework is offered to help guide the assessment, implementation and design for addressing DEI problem(s). This framework is meant to provide a step-by-step process for supporting the DEI Design sprint and capstone project for the summit.

### REVIEW DESIGN FRAMEWORK AND DEFINITIONS – 10 minutes

After introductions, identify a team leader to take notes and guide the conversation. As a team, review the DEI design thinking process for addressing the industry problem to solve. The team leader will work with the assigned facilitator to ensure all 5 sections are covered within timeframe (65 minutes.)

#### STEP 1 INFORM

RESEARCH DATA TO SUPPORT THE VISION, GOALS, AND REALITIES FOR DEI POSSIBILITIES

#### STEP 2 ASSESS

EXAMINE CURRENT STATE TO DETERMINE READINESS FOR CHANGE FOR ADDRESSING THE PROBLEM

#### STEP 3 DEFINE

CREATE GOALS THAT PROVIDE CLARITY AND DIRECTION FOR ACHIEVING STATED OUTCOMES.

#### STEP 4 CONCEPTUALIZE

IDEATE A VARIETY OF INNOVATIVE AND CREATIVE IDEAS FOR EXECUTING GOALS AND EXPECTED OUTCOMES.

#### STEP 5 UNDERSTAND

THE PRIORITIES OF CHANGE FOR PUTTING THE VISION INTO EFFECT.  
CREATE ONE BIG IDEA FOR DRIVING CHANGE.

## **DETERMINE THE DEI INDUSTRY BUSINESS PROBLEM TO APPROACH – 10 minutes**

Decide as a group which industry DEI problem to approach and then discuss how the problem has impacted the industry? Once you've identified the DEI problem, discuss the reasons why progress (DEI) is lagging.

Suggested approach:

- 2 minutes to conduct light brainstorming
- 2 minutes to identify common themes
- 6 minutes to discuss approach

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### **DEI BUSINESS PROBLEM STATEMENTS BY INDUSTRY (*Choose at least one*)**

- **Manufacturing Industry:**
  - Lack of diverse representation at the plant manager level, without a defined diversity talent pipeline. There's also a need to reduce fear, minimize bias, and increase trust among the ranks.
  - Lack of commitment from senior leadership making it more difficult to integrate DEI throughout the entire organization.
  - Limited investments and resources for effectively executing and/or integrating DEI strategy.
- **Healthcare Industry:**
  - The ability to advance women and people of color to leadership positions to create parity is difficult because the majority of talent that's 'ready now' for advancement are white women.
  - The ability to improve equity and access to people of color and under-represented communities; and, the workforce has significant cultural gaps with inclusion and belonging because the same effort and investment are not made.
  - Limited investments and resources for effectively executing and/or integrating DEI strategy.
- **Financial Services Industry:**
  - The need to create a real pipeline into brokerage and asset management roles for people of color requires accountability by leadership to identify the diverse talent.
  - Lack of diverse representation at the executive and senior leadership roles is not a priority.
  - Limited investments and resources for effectively executing and/or integrating DEI strategy.
- **Municipalities Industry:**
  - Truly creating a culture of inclusion that is psychologically safe and trusting.
  - Manage change within a political environment while minimizing risk to those that desire to be advocates and allies.
  - Limited investments and resources for effectively executing and/or integrating DEI strategy.



**RESEARCH SUPPORTING THE PROJECT – 15 minutes**

Determine which industry problem you will address and then collectively share insights learned from the Diversity Learning Solutions research/data shared regarding the industry. Also include your business experiences and how the research/data are relevant to you. Note: Refer to industry trends/issues.

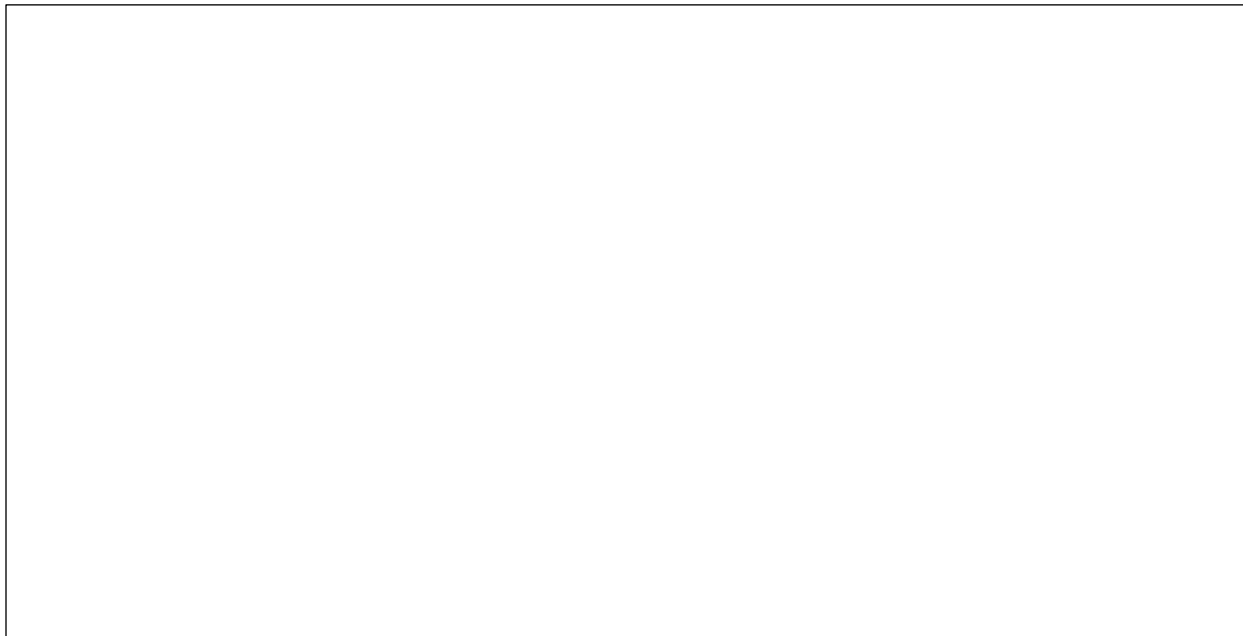
A large, empty rectangular box with a thin black border, intended for participants to write their responses to the prompt above.

## **APPLY THE DEI INDUSTRY DESIGN THINKING PROCESS – 20 minutes**

Apply the design thinking process and then create innovative and creative ideas for solving the stated problem. Determine which ideas will give the industry a competitive advantage (*i.e. Top industry for DEI*).

Suggested approach:

- 5 minutes – individually write out your best practices and personal experiences you've had with disrupting change
- 10 minutes – each individual share experiences and how they were able to break through barriers. How has your company approached this problem? What provocative approaches will shake up this problem? Is it fixable?
- 5 minutes – Share common themes on the big wins for disrupting change – *i.e.* innovative and creative ideas
- 5 minutes – Collectively agree on the final initiative or big idea



## **SUMMARY OF RESULTS AND FINAL CONCLUSIONS – 10 minutes**

- Highlight the goals or big idea identified for improving DEI in the industry
- Briefly state what business skills are needed to fix the problem. Do you currently have this expertise on your team? If not, which business department would you partner with to create an integrated approach for solving the problem?
- What did you learn along the way – Debrief on your personal experience and share any 'aha' moments with your breakout group
- Identify a speaker to share final conclusions and report out to the bigger group – 2 mins max.