

GUIDE

STARTING

YOUR

COMPANY'S

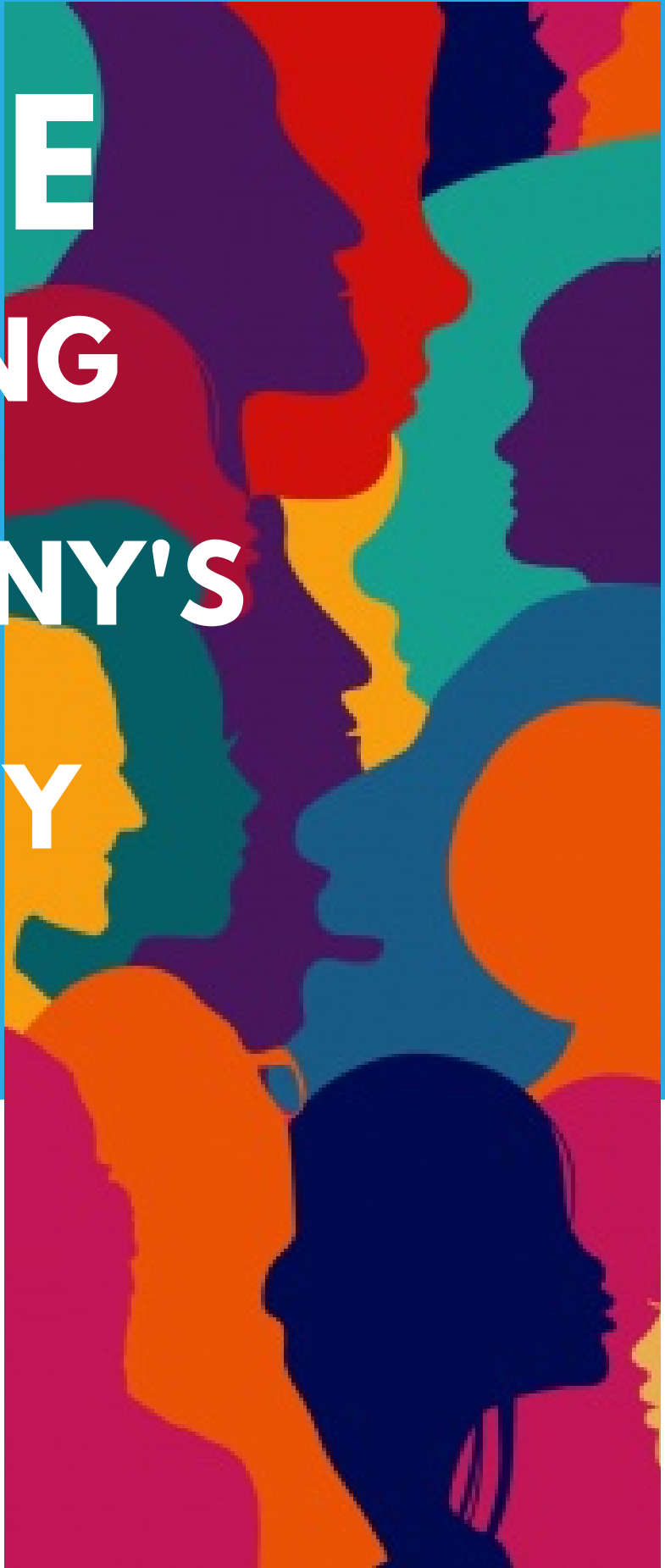
J.E.D.I

JOURNEY

J.E.D.I
COLLABORATIVE™
justice . equity . diversity . inclusion



**ONE
STEP
CLOSER™**



GETTING STARTED

What is the J.E.D.I Journey?

The J.E.D.I Journey is the process of embedding justice, equity, diversity, and inclusion (J.E.D.I) principles & practices into the fabric of your company. Regardless of your company's size, structure, and culture, there are fundamental steps you can take to do this successfully.

Featured in this guide are 10 essential steps and suggested actions that will empower you and your team to create the J.E.D.I path that works best for your company or organization. Remember, this is an iterative process rather than linear. Review all 10 steps when you begin your journey and come back to specific actions when beneficial.

10 FUNDAMENTAL STEPS

Of The J.E.D.I Journey

1. Engage leadership
2. Design supportive infrastructure & create a committee
3. Establish a shared understanding of J.E.D.I
4. Craft your J.E.D.I statement
5. Identify your commitments
6. Develop your action plan
7. Create J.E.D.I key performance indicators (KPIs)
8. Get expert & community support
9. Inspire and engage your whole team
10. Review, renew, be flexible

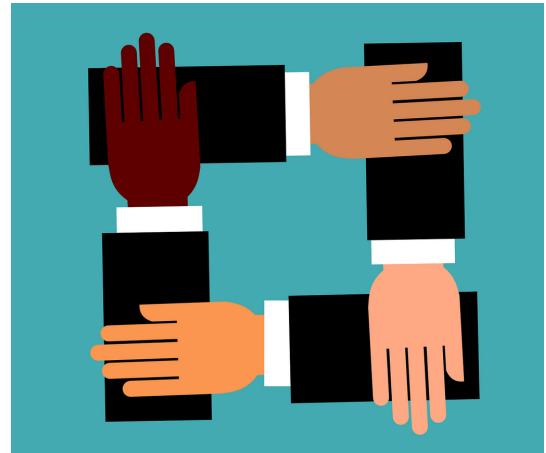
Some Considerations While Engaging In This Work

- **This work can feel messy and personal.** Everyone will make mistakes. The key is a supportive environment that allows space for hard conversations without judgment attached.
- **Remember the work is iterative rather than linear;** there are many right places to start this work. Don't let not knowing where to start hinder you from starting at all.
- **Do not let lack of knowledge or skills hinder your J.E.D.I efforts;** remember that you will be learning in this journey and may need outside help. Budget your time and money for this support.
- **Create a culture of inclusivity, belonging, and openness – this is vital.** People need to feel safe for this to have a lasting positive impact. Due to the nature of the work, this type of culture is critical for the work to build, thrive and stick.
- **Be in it for the long haul** – know that you cannot do everything all at once and that the work will never end. This is about continuous progress vs. perfection.

STEP 1

ENGAGE LEADERSHIP

Become courageous leaders of the J.E.D.I (justice, equity, diversity & inclusion) journey with an open mind and a hunger to learn. Research shows that without the buy-in of senior leadership, J.E.D.I work will have considerably less likelihood of long-term success. While all people in your company should be contributing to incorporating J.E.D.I principles, those who manage the budgets, sign off on the strategic direction, and make big decisions need to embrace its importance.



Everyone's company will be different. To engage and lead your company authentically do some of your own background work beforehand by reviewing the 10 steps in this guide.

To authentically lead the work, leadership should understand this work at a deep level, especially the CEO. The more leadership does the deep personal work and understands how to create a culture of vulnerability and transparency, the better they can model this in an authentic way. It's important to understand how to create space for courageous conversations and the JEDI Collaborative has solutions partners that can help (see Step 8). This work gets personal quickly and it's critical that leaders learn how to navigate and support the messiness.

Suggested Actions

- Read Article: [An Open Letter to Corporate America: What Now?](#)
- Listen: [\(Podcast\) Brené with Aiko Bethea on Inclusivity at Work: The Heart of Hard Conversations](#)

STEP 2

DESIGN SUPPORTIVE INFRASTRUCTURE & CREATE A COMMITTEE

For the work to be sustainable, your company needs a strong infrastructure. This includes systems, practices, and resources that will support the change your organization will be experiencing. Do not let poor infrastructure hinder you from proceeding on in your journey; instead, work to develop infrastructure and your journey in tandem.

To guide the work, create a cross-company committee consisting of team members across hierarchies and identities who can candidly participate in open dialogue. This committee should represent the diversity you are hoping to create at the company. Ideally, the committee group members would volunteer for the role through a structured process. While it may be tempting to “appoint” members, stronger buy-in and deeper impact comes when members self-select in. This means creating a compelling “WHY” to your company and ensuring the committee will have support and structure. Many companies opt to have a senior leader (CEO or SVP) co-chair the committee with another employee. The committee will be responsible for creating the J.E.D.I strategy for your company, working through the J.E.D.I Journey steps.

Suggested Actions

- Create a cross-company committee consisting of team members across hierarchies, departments, and identities (race, gender, position level, sexuality, tenure, role, and geography)
- Curate a shared resources library for continuing education ([our website has many](#))
- Get a baseline understanding of where your company is at
 - Have the ability to track team members’ demographic data accurately and ethically
 - Conduct a company audit through a 3rd party (see step 8) to gather this demographic information and to understand current feelings of inclusion and belonging, company culture, and perspectives on J.E.D.I.
- Gather input from your constituents over time (customers, suppliers, vendors, and distributors) via anonymous surveys or audits to keep their voices apart of the J.E.D.I Journey and decision making.
- (for larger companies with an HR department) Make sure you have a person dedicated to supporting people and culture (and not just compliance)

STEP 3

ESTABLISH A SHARED UNDERSTANDING OF J.E.D.I

All team members need to have a basic understanding of what J.E.D.I means, how it works, and why it is essential to your company and its mission. You can deliver this information to team members through workshops, webinars, and onboarding for new team members.

At the very minimum, the cross-company J.E.D.I committee you created should watch our introductory webinar series.

Suggested Actions

- Schedule time for team members to watch this series of interactive webinars as an introduction to J.E.D.I. We recommend allocating 90 minutes per session to make time for discussion.
 - [The What & Why of J.E.D.I \(part one\)](#)
 - [The How of J.E.D.I \(part two\)](#)
 - [Grappling with Unconscious Bias \(part three\)](#)

Resources

- [Resources Library](#) – J.E.D.I Collaborative
- [The Power of J.E.D.I](#)
- Article: [Tackling the Blob: Getting started on equity, inclusion, & diversity work](#) – The Avarna Group



STEP 4

CRAFT YOUR J.E.D.I STATEMENT

Leadership and key influencers within your company can collaboratively craft a J.E.D.I statement to articulate how your company specifically can contribute to a more equitable and just world.

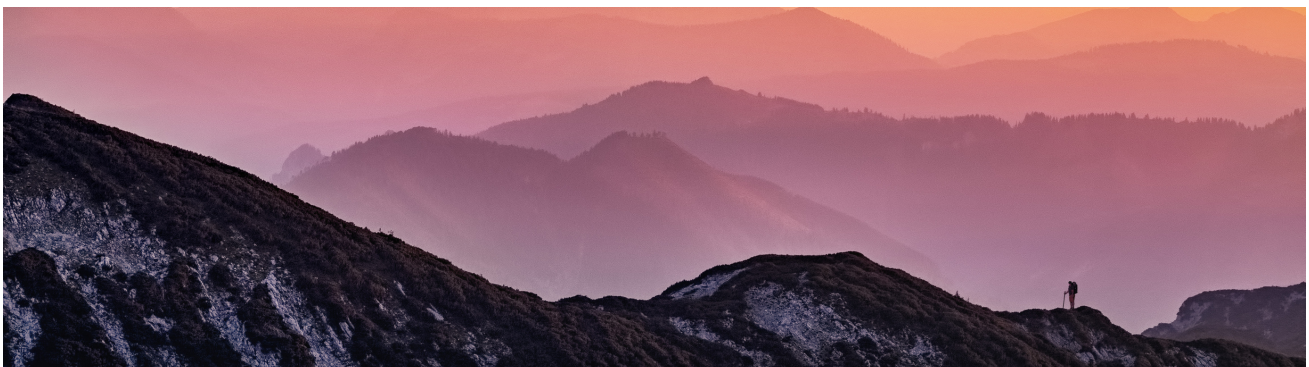
This serves as a guiding document to give team members clear guidance and communicate to customers, community partners, suppliers, distributors, and the public on what they can expect from you. Note this is different from your action plan, which we point out later. The J.E.D.I statement is your high-level guiding document that outlines how J.E.D.I work aligns with your company values, how you'll address inequities, and what role your company will play in realizing J.E.D.I. Crafting a J.E.D.I statement with all team members may be challenging. The J.E.D.I committee and leadership can lead this with input and buy-in from the company.

Suggested Actions

- [Watch this 40 min webinar](#) on how to craft your statement, including a template & examples
- Write & publicly post your J.E.D.I Statement

Resources

- Article: [Make sure your public statement isn't window dressing](#)



STEP 5

IDENTIFY YOUR COMMITMENTS

For a holistic approach, we focus on three main commitment areas: Culture, Consumer, and Communities, the 3Cs.

Within each commitment area, there are specific J.E.D.I commitments you can make at jedcollaborative.com, along with action steps to bring those commitments to fruition. To ensure your commitments are holistic, we suggest selecting at least one commitment from each of the three focus areas. Over time, consider adding additional commitments to deepen the work in a way that's sustainable for your company's journey. Be sure that your commitments are in line with your J.E.D.I statement.

Your J.E.D.I committee can help determine what these should be with input from the company, but leadership must be committed to these for the long haul. This is not a short-term commitment; it takes time and patience.

Suggested Actions

- Learn about the 3Cs
 - [Culture](#) – Commitments
 - [Consumer](#) – Commitments
 - [Communities](#) – Commitments
 - [3Cs Summary](#)
- Select at least 1 commitment under each of the 3Cs that align with your company that you can act on in the next year. (Don't feel bound to this list)
- [Submit your commitments](#) through our website as a pledge and we'll add your company to our website!



STEP 6

DEVELOP YOUR ACTION PLAN

Now that you have a clear statement and have identified commitments, create an action plan to begin doing the actual work. This could be guided by your committee. Your action plan is your detailed roadmap for implementing your commitments with specific strategies, tactics, leads, and timelines.



Suggested Actions

These are just to get you started. More steps will arise as you dig deeper into the work.

- Ensure you have a dedicated budget to fulfill your action plan
- Identify the strategies you'll use to fulfill your commitments
- Outline the necessary tactics to make progress on your strategies
- Identify which strategies and tactics you'll implement within the next year
- Outline realistic timeframes
- Clarify project leads or teams

STEP 7

CREATE J.E.D.I KEY PERFORMANCE INDICATORS (KPIs)

Key Performance Indicators (KPIs) show you how your company is progressing through its J.E.D.I Journey. Your KPIs will be quantitative and qualitative, depending on the commitment and what you are measuring.

Example KPIs

- Dollars re-distributed to grass roots organizations
- Retention rate of women and people of color
- Percent of business coming from accessibly priced retail chain outlets
- Size of your gender parity gap
- Quantity of vendors who are women-owned, minority-owned, or B Corps
- Quantity of campaigns focusing on issues impacting frontline communities
- Percentage of social media posts that include people of color
- Percentage of products certified WIC friendly

Suggested Actions

- Clarify how you will measure progress (KPIs)
- Create KPIs specific to your commitments
- Incorporate KPIs into organizational and individual performance reviews
- Ensure KPIs are indicative of justice, equity, diversity and inclusion metrics, not just diversity



STEP 8

GET EXPERT & COMMUNITY SUPPORT

We have several resources, programs, and networks to support you on this journey.

As you clarify your action plan, seek support from our vetted network of solutions partners who have made J.E.D.I work their life's work. Additionally, get involved with J.E.D.I Collaborative programs! There are many ways to be a part of our community to help you start, sustain & grow your commitment to this journey.

Suggested Actions

- Visit the [solutions partners page](#) to learn about potential partners
- Find solutions partners & other resources by commitment area
 - [Culture Commitments](#) - Resources & Solutions Partners
 - [Consumer Commitments](#) - Resources & Solutions Partners
 - [Communities Commitments](#) - Resources & Solutions Partners
- Sign up to be an Early Adopter Company for 2021
- [Attend a webinar](#) through our education series
- Join and encourage staff to join a learning and support circle
- [Sign up](#) for our monthly newsletter to stay up to date on new programs & events



STEP 9

INSPIRE AND ENGAGE YOUR WHOLE TEAM

Celebrate progress along the way, encourage learning, and continue to remind leadership & team members why J.E.D.I is so important. Remind everyone how J.E.D.I commitments will be reflected in their organizational & individual performance reviews.

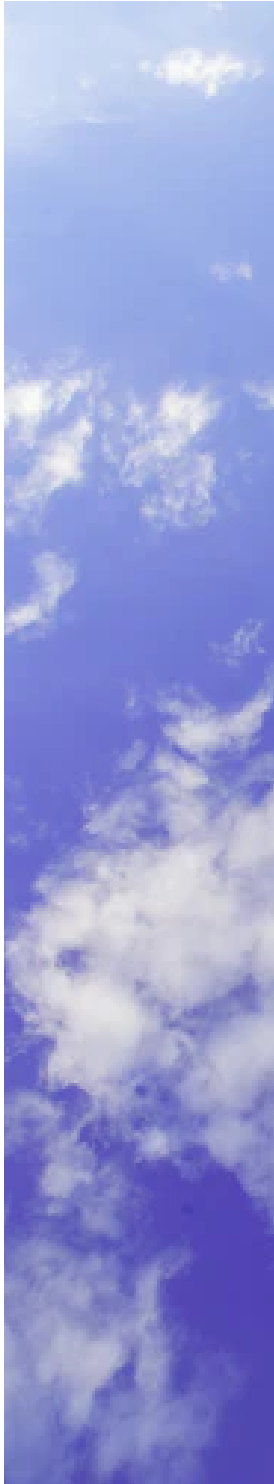
Suggested Actions

- Create subcommittees within your JEDI Committee as you dive deeper
- Offer continued education for team members
- Ensure new hires are familiar with J.E.D.I
- Consider adding or alternating team members to the committee over time



STEP 10

REVIEW, RENEW, BE FLEXIBLE



Though goals and plans are necessary to do J.E.D.I work, you need some flexibility to change course as new needs arise. This is a long-term journey and you will most likely need to re-evaluate and tweak your plan as you gain more knowledge or perhaps as your team shares new brilliant ideas. Be agile enough to be able to learn from mistakes and support individuals or department-wide J.E.D.I related innovation.

Suggested Actions

- Regularly review your action plan
- Review J.E.D.I statement and commitments - editing as needed

