

# THRIVE

Sponsored by



# Leveling-up: How to Assess and Plot your Path in DEI



J Jackson-Beckham

Principal

Crafted For All



Alana Koenig-Busey

JEDI Project Coordinator

Crafted For All



Louis Livingston-Garcia

Lead Storyteller

Crafted For All



# Define Your Diversity: There Are No “One Size Fits All” Solutions

- Give it context and specificity
- Connect goals to overall business goals
- Create a responsibility structure

# Developing Strategic Goals

## Well Aligned Strategic Goal with Measurable Outcomes

Well Aligned Strategic Goal with Measurable Outcomes							
Perceived Barriers to Positive Outcomes				Perceived Barriers to Positive Outcomes			
Tactic for Removal of Barrier		Tactic for Removal of Barrier		Tactic for Removal of Barrier		Tactic for Removal of Barrier	
Interval	Outcome	Interval	Outcome	Interval	Outcome	Interval	Outcome





**Measurable  
Does NOT  
mean quota!**

**THRIVE**

# Locate and Remediate



Stick to your  
established  
strategic goals



Focus on active  
tactics for the  
removal of  
identified  
barriers



Lean on your  
responsibility  
structure

# Stages of Progress

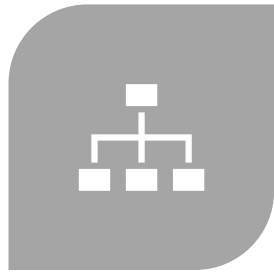
- **Stage 1: Inactive** - No IEJ work has begun; progress toward greater diversity via an inclusive, equitable, and just culture are not explicitly part of organization's goals.
- **Stage 2: Reactive** – The organization has a compliance mindset and IEJ efforts are primarily undertaken in order to comply with relevant laws or in response to social pressures.
- **Stage 3 – Proactive** – The organization has a clear awareness of the value of IEJ and has begun to implement IEJ practices systemically.
- **Stage 4: Progressive** – The organization is implementing IEJ systemically and is beginning to show improved results and outcomes.
- **Stage 5: Best Practice** – The organization is demonstrating best practices, achieving successful results and outcomes, and serves as an exemplar for other organizations.



# Holistic IED Practice



VISION



SYSTEMS



ASSESSMENT



LEARNING



# Areas of Practice

IEJ Vision and  
Strategy

IEJ Structure and  
Implementation

Leadership &  
Accountability

Pipeline  
Development &  
Recruitment

Retention,  
Development, and  
Advancement

Research and  
Assessment

IEJ Learning and  
Skill Development

Internal  
Communications

Marketing &  
External  
Communications

Community  
Relations & Social  
Responsibility

Products,  
Services, Events &  
Spaces

Supplier & Partner  
Diversity

# Crafted For All Self-Assessment Tool

Category of Organizational Activity	Stage 1 Inactive	Stage 2 Reactive	Stage 3 Proactive	Stage 4 Progressive	Stage 5 Best Practice
IEJ Vision and Strategy					
IEJ Structure and Implementation					
Leadership & Accountability					
Pipeline Development & Recruitment					
Retention, Development, and Advancement					
Assessment, Measurement, and Research					
IEJ Learning and Skill Development					
Internal Communications					
Marketing & External Communications					
Community Relations & Social Responsibility					
Products, Services, Events & Spaces					
Supplier & Partner Diversity					

# **It's Time To Level-Up!**

**THRIVE**

Crafted For All Action Items

Pipeline Development & Recruitment	<div>Pipeline Development &amp; Recruitment Action Items</div> <ul style="list-style-type: none"><li>Remove biasing criteria from job descriptions and employment announcements.</li><li>Place job announcements where they will reach a more complete representation of the community's labor force.</li><li>Strive to build a staff that reflects the diversity of the surrounding community.</li></ul>
Organizational Culture	
Equitable Pay & Advancement Opportunities	
Training & Employee Development	
Nondiscrimination & Anti-harassment Policy	
Community Relations & Social Responsibility	
Communicating Your Commitment	

Crafted For All Commitment

23 Action Items for a more inclusive, equitable, and just craft beer community.

# Subscription Community



**Crafted For All**

is creating an inclusive, equitable, and just craft beverage community.

**Select a membership level**

# Questions?

**THRIVE**