

# STRATEGY DIAGNOSTIC TOOLKIT



To determine the specific types of programs and interventions that your company should work on to support Black, Latina, and Native American women, you need to first reflect on your primary objective, your unique capabilities, and your timeline for impact. The more specific you can be about the type and magnitude of impact your company aspires to achieve, the easier it will be to achieve alignment on the strategic plan.

In conversations at your company, think about and discuss what kind of impact you would like to have and then brainstorm if there is a way to reach those goals with the resources you can recruit from various functions. Remember that resources can come from many different parts of your company, given the range of functions involved in gender diversity. Your contributions do not have to be limited to cash alone, either—a cash-strapped start-up, for example, could still make a significant contribution and drive employee engagement through in-kind donations of expertise.

## WHAT IS YOUR COMPANY'S ASPIRATION FOR IMPACT?



### JUST GETTING STARTED

Maximize the impact of limited resources. Test and learn, reconsidering later whether to increase the level of your involvement.

Contribute to a program that uses best practices



### PUSH TOWARD PROGRESS

As one of many CSR and philanthropy issues you tackle. Make sure your funds are moving the needle on intersectional gender diversity without diverting from other priorities.

Encourage coed programs you fund to become more gender inclusive



### MAKE A NAME FOR YOUR COMPANY

Increasing participation in technology by Black, Latina, and Native American women?

Roll out wraparound improvements in specific school districts or colleges



### REVOLUTIONIZE THE FIELD

Create a bold, signature leadership platform for the company. Lead transformative, system wide change.

Lead a new coalition that other companies could join

# Ask, Listen, and Then **Act**

**EXAMPLE:**

How do I engage Black, Latina and Native American employees in my organization?



## 1. STRATEGIC OBJECTIVE

Create opportunities to excite, engage, and retain your employee base— particularly, but not limited to, Black, Latina, and Native American women

## 2. DESIGN CONSIDERATION

Design programs that provide opportunities for direct employee engagement, such as tutoring, mentorship, and role modeling.

**EXAMPLE:**

The company eBay creates programs for employees to spend time in the community to get a firsthand perspective of students' perspectives. "[We are] working to get our employees to go out and spend time with talented students to see what experiences they face and what opportunities they do and don't have. And after doing that and talking to this student and realizing the hurdles, they don't leave that experience the same. While they may never fully understand that student's world, having that experience makes them a longer-term contributor to the cause."

## 3. IMPACT MEASUREMENTS

Develop tangible metrics to measure and evaluate the impact of your initiatives.

1. Pride of current employees regarding company's involvement in this space
2. Increases in employee satisfaction among those who participate in the initiatives
3. Reduction in attrition of BLNA women employees among those who participate in the initiatives
4. Growth in employee donations to initiatives for Black, Latina, and Native American women and girls in tech

