

The Diversity, Equity, & Inclusion



TOOLKIT

Be SMART from the Start



You may have a vision of what you want to achieve.

How do you convey that vision to your teams **so that everyone can see it** and work toward achieving it?





Pace, endurance, agility, and measurable progress will be key to building followership and, ultimately, **ownership** of your DEI goals.





To help **mark progress** toward your vision and goals, set **SMART** goals.



SMART Goals are...

Specific

Measurable

Achievable

Relevant

Time-bound



SMART Goals are...

SPECIFIC

What (exactly) are we hoping to achieve?

What will change look like?



SMART Goals are...

MEASURABLE

How will we know (and demonstrate) that we are making progress toward our goal?



SMART Goals are...

ACHIEVABLE

Do we have the capacity and resources needed to take action and achieve this goal?



SMART Goals are...

RELEVANT

Does this goal result in meaningful progress toward our vision and business performance?



SMART Goals are...

TIME-BOUND

What's the time horizon?

When must this be achieved to remain relevant and impactful?



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