

# Inclusion and Diversity Accountability Consortium (IDAC)

## Questions and Answers

### How does this effort differ from what so many others are doing?

- The success of this initiative pivots on three pillars of commitment: joining the consortium, taking part in the roundtable discussions and participating in the benchmarking analysis.
- Benchmarking and measurement are the most powerful differentiator. Whether a company wants to be public or private about the numbers, each will receive a true and actionable understanding of their employee composition and advancement trajectory as well as how they compare to other companies on key drivers of inclusion.

### What does my company have to gain by being part of it?

- You will identify where your organization should focus resources to drive inclusive culture change while demonstrating industry leadership in driving measurable action towards inclusion.
- You will share and receive actionable insights on best practices, opportunities to attract top talent and align with client/customer values.
- You will align your organization with changing consumer needs, representing and leveraging a diverse population for creative problem solving and innovation that drives greater business performance.

### Aren't companies legally prohibited from revealing employee numbers based on race, gender, etc.?

- There are no laws that restrict a company from revealing staff diversity numbers.
- No individual company specific demographic or other information will ever be reported publicly.
- Many industries and companies report their diversity and inclusion progress internally and externally ([Intel](#) and [Nike](#) in 2016, etc.), and they did so because they recognized that publishing employee diversity progress is a critical first step toward transparency and a commitment to creating a more inclusive, innovative, and high-performing business.



**Why is She Runs It leading this effort? Are you diverting from your focus on women?**

- Our mission endures: to pave the way for more women to lead at every level of marketing and media.
- We are championing this effort because we saw in our own organization and across our industry a need for inclusive and diversity that transcended gender. We believe that a more inclusive and diverse industry will be remarkably positive for women.

**Why has Diversity Best Practices been chosen to participate in this effort?**

- Diversity Best Practices is a 15+ year old business unit of Working Mother Media. As a membership organization for 170+ mid-large US and Global organization it provides best/next practice advisory, consulting as well as virtual/live members only topical events, research, business intelligence, resources and tools to drive progress and performance for organizations across industries.
- Membership includes individual reporting of a best in class benchmarking tool used by the most successful diversity and inclusion organizations.
- The DBP Inclusion Index was re-engineered in 2017 to respond to changes in the marketplace an available to both DBP members and non-members

**Do I have to participate in the benchmarking study? Can't I just come to the roundtables and work against internal benchmarks and goals?**

- If you company ops out of the benchmarking study, we believe you will miss out of the most valuable component of the coalition, and that is true measurement and a data-driven ability to gauge the real progress you will be making.
- Joining the consortium is a statement of intention, and the roundtables will be designed to trigger meaningful progress by tackling tough issues and expanding ideas and programs that have proven successful. But the benchmark is crucial to understanding if those efforts are working.

**I've already signed other pledges (e.g. the CEO Action Pledge), why should I sign up for this?**

- Words and pledges are a powerful first step, and we applaud those initiatives. IDAC focuses on accountable actions.
- Lack of diversity has plagued the marketing and media industry for decades, and as long as the problem prevails, your commitment and energy are vital. Lending your (C-Suite, head of marketing or diversity and inclusion) name and thought leadership to this effort is a net gain for our entire industry.

### **Why don't you just let the 4As (or another industry organization) do this?**

- We absolutely welcome the 4As and others to partner in this endeavor. We recognize that many organizations have an appetite, passion and energy to achieve the goals we've laid out.
- We also know that there are multiple initiatives underway that are seeking similar outcomes. We are delighted to join forces with any and all of them.

### **What does the DBP Inclusion Index application report look like?**

- Companies are asked to provide three types of information:
  - Data on representation of women, people of color, and other minority groups within their workforces.
  - Details regarding diversity and inclusion practices in recruitment, retention and advancement.
  - Best practices in promoting a company culture that values D&I.
- The first redesigned DBP Inclusion Index 2017 Report will be released mid-October 2017, previous versions of the DBP Benchmarking Report are available [online](#)

### **When will the industry report be released and what will I receive if I participate?**

- The DBP Inclusion Index report and Executive Summary will be released in the fall annually. Industry highlights reporting (not company specific) will be released and shared at Advertising Week annually.
- Participating companies will receive their index at no cost and individual detailed reporting, recommendations (included in DBP membership) and custom benchmarking is available.

### **How is the DBP Inclusion Index related to the other Working Mother Media applications?**

- Starting in Q1, 2018, Working Mother Media has harmonized four applications: Working Mother 100 Best Companies, NAFE Top Companies for Executive Women, Best Companies for Multicultural Women and the DBP Inclusion Index
- Launch of the four applications opens Dec 11, 2017- March 16, 2018
- Three options for submission are availability:
  - Option 1: All four applications: 435 Total Questions
  - Option 2: Working Mother 100 Best Companies, NAFE Top Companies for Executive Women - 375 Total Questions
  - Option 3: DBP Inclusion Index, Best Companies for Multicultural Women - 300 Total Questions
- Work Beyond Summit, October 23-24, 2017 will be used to launch the harmonized application with special focus at the Application Panel session.

**If I join the consortium, what is personally expected of me?**

- Your commitment will be a statement of intention to the industry that you and your company intend to create a culture of inclusion and diversity, and we would like to leverage the power of your participation by publicly sharing your name when we talk to other stakeholders, including the press, potential participants and other influencers
- You will be asked to direct the implementation of the benchmarking survey inside your company. That might mean assigning tasks to internal teams or leaders to surface and submit the data (most likely your human resources or diversity and inclusion team) in Q1 of 2018 and each subsequent year.
- You or the appropriate company leader will be expected to participate in quarterly, facilitated conversations designed to surface obstacles and share best practices and policies that result in positive change. We will be eager to have you help shape the topic focus of these roundtable sessions as well to the degree you would like to.

**Others have tried, what makes you think this will work?**

- The previous and current efforts to conquer this problem are not failures, they are important and admirable steps in a journey that we are augmenting. We would be proud to link arms with any and all stakeholder who are working toward the goal of a more inclusive and diverse industry.
- We believe, however, that until the effort is fueled, informed and propelled by real collective industry data, it will be difficult if not impossible to make significant progress as an industry.