



## Inclusion and Diversity Accountability Consortium (IDAC) Questions and Answers

### How does this effort differ from other diversity efforts?

- Benchmarking and measurement are the most powerful differentiator. Consortium partners agree to participate in the [Diversity Best Practices Index](#).
- They also agree to take part in quarterly roundtable discussions and to activate corporate policies and practices that lead to a more inclusive workforce and workplace.
- Whether a company wants to be public or private about their numbers, each receives a true and actionable understanding of their employee composition and how they compare to other companies on key drivers of inclusion.

### Who is already participating in IDAC?

- Corporate participants in IDAC (which include marketers such as Kellogg's, L'Oreal, Unilever, Estee Lauder), can be found [here](#).
- IDAC is also supported by 4As, IAB and Ad Council.

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

- You will learn how to focus resources to drive an inclusive culture and demonstrate industry leadership in achieving measurable action towards inclusion.
- You will share and receive actionable ideas, 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.
- All numbers are aggregated, and no company-specific info is shared publicly.
- Many industries and companies report their diversity and inclusion progress internally and externally (Intel and Nike in 2016, etc.), because they recognized



that publishing employee diversity progress is a critical first step toward transparency and also a powerful recruitment tool.

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

- We are being true to our mission to pave the way for more women to lead at every level of marketing and media. A commitment to inclusion and diversity lifts all 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?**

- IDAC pivots on the belief that it is only what gets measured that gets done. Participation in the DBP Index is a requirement for IDAC partnership.
- That said, if you want to join a roundtable discussion to experience the spirit of IDAC, please contact [Lynn@sherunsit.org](mailto:Lynn@sherunsit.org).
- Joining the consortium is a statement of intention, and roundtables are designed to trigger meaningful progress by tackling tough issues and expanding ideas and programs that have proven successful.

**What does the DBP Inclusion Index application ask me to share?**

- 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.

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

- The DBP Inclusion Index report and Executive Summary is released in the fall.
- 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.

**If my company joins the consortium, what is personally expected of me?**

- Your commitment will be a statement of intention to the industry that you/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 coordinate 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.