DR. J JACKSON-BECKHAM

EQUITY AND INCLUSION PARTNER

BREWERS ASSOCIATION

COLLAB HOUR

B|A BREWERS ASSOCIATION

What we will cover today.

Agenda

- Discuss the importance of developing an outcome-focused approach to DEI efforts

- Explain why, when, and how to collect and interpret demographic information

- Share multiple approaches to using key performance indicators (KPIs) in DEI work

- Help attendees to differentiate between data-informed best practices and "check-box" diversity efforts.

COLLAB HOUR

Getting Obsessed with Outcomes

What is an outcome?

An outcome is a goal-oriented statement that describes the **measurable conditions** that will be indicative of success in one or more organizational activities

COLLAB HOUR

BA BREWERS ASSOCIATION

Let's Use A Metaphor

What makes a good outcome?

- **Flexible:**   Specific, but leaves room for tactical interpretation and adjustment when necessary.
- **Applicable:**   Focused on actions that are already being undertaken or can be successfully implemented.
- **Realistic:**   Establishes standards not aspirations.
- **Assessable**:   Indicates possible modes of assessment.
- **Time-bound:**   Offers a timeline for completion of important milestones.

- **Aligned:**   Helps team members understand why achieving outcomes are 1) good for overall business goals and 2) valuable for their individual professional success and development.

Using Demographic Information

Why are you asking?

Collecting demographic data

- You can't intentionally change phenomena you do not understand.

- You can't track progress if you don't know where you are.

- You can't intelligently build equity without first locating where inequity is occurring.

COLLAB HOUR **BA** BREWERS ASSOCIATION

The Balancing Act

Best Practices

- **Optional:** Self-report demographic questions should always be optional and separated from other collections when possible.
- **Transparent:** Explains why you are collecting and how you will use the data.
- **Anonymous:** Separated from the collection of personally identifying information when possible.
- **Secure:** Protected from data breach or indiscriminate use.
- **Sensitive**: Uses terminology for identity categories that are not derogatory or out of use.
- **Flexible:** Allows for the expression of intersectional identities and self definition.

COLLAB HOUR | BA BREWERS ASSOCIATION

Using Key Performance Indicators

Sample KPIs

DEMOGRAPHIC COMPOSITION

DISTRIBUTION

SPEND

INCIDENCE

COMPLIANCE/ADOPTION

GROWTH

Data-Driven vs "Check-Box" DEI

Stop asking, "Who is in the room?"

- Is everyone in the room able to have the same quality of experience?

- Is it chronically harder for some to get into the room than others?

- Do neutral policies have disproportional impacts on some people in the room?

Doing the Work in DEI: Creating Productivity, Transparency, and Accountability with an Equity Scorecard

September 10 | 11:15 am

Mile High Ballroom 4

- Explore what equity scorecards are and how they are used
- Discuss how to use an equity scorecard in concert with DEI strategic planning
- Learn step-by-step process for creating an equity scorecard for businesses of all sizes
- Hear best practices for implementing and using an equity scorecard

THANKS!

Questions?