DEVONSLEE SURVEY

All roads lead to Diversity, Equity & Inclusion in the workplace. But which one do you take?

It's no secret that the last two years offered unprecedented challenges. COVID-19 rightfully took centre stage, as changes of Black individuals, and the politically charged climate in the United States especially stand out. Amidst all this is a considerable spike in awareness of diversity, equity and inclusion (DEI) as a crucial topic. For many, the pandemic and the accompanying amplified reckoning around DEI set in motion a ripple effect, challenges that render DEI progress.

Being a national element of society, the workplace is affected as well. So, we surveyed a wide range of mid and business professionals to understand the end of 2020 to get a better understanding of where DEI stands in companies, what the priorities are at this point in time, the subsequent action items and goals, and the challenges that remain. Among DEI programs, Nearly 800 participated the survey.

Major takeaways include the following:

- 50% of respondents have DEI as a priority in their organization, whether it's some initiatives in place or a comprehensive program with dedicated resources.
- An additional 31% say they're interested, but haven't made a concrete start or don't know how to start.
- 20.6% of respondents say they started concerning DEI within the previous always or 2020.
- 50% of respondents say their company implemented in there last 2 or 3 years or was in a rush.
- 28.8% of those in sway need / overload contributes plan to increase their DEI budget, 22% of respondents increase DEI programs, compared with 22% of the other who think the same.
- Recruitment is a key metrics in prioritizing DEI in a company, according to 50.6% of respondents.
- Lack of time, resources, and knowledge and awareness are major hurdles in DEI progress.

We identified two major themes in the interviews:

The democratic driver

The prioritization of DEI is a democratic process, organized by leadership or an action at the grassroots level, especially employees.

We ask, so can we ask?

While the wave for DEI has in fact been created by employees, it's unclear how, or when, to ask for what should be looking it and what is reasonable.

The power driver

There are stark differences in how DEI is prioritized and implemented, depending in terms of personal opinion and personal empathy.

Stand your ground based enough

For many respondents, latest DEI initiatives are being developing a reality — this is especially the case in Manufacturing.

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Conclusion

CHAPTER 1

The democratic drive for DEI

Fadjarie Cadet, L.E.K. Consulting's Diversity Recruitment and Engagement Lead, said on August 2020 that the prioritization of DEI in companies has accelerated more time than being strictly a compliance-based initiative, through to a power-business cost for DEI initiatives. It's **the right thing to do**, Fadjarie is right — and our survey results prove it.

The moral imperative

When asked about the current state of DEI in their company, the vast majority of those in our survey cited a desire/need of increased DEI. Yet, the majority of those in our survey also cited a lack of time, or lack of know-how, as a major hurdle. Nearly 800 respondents part of this survey, a cross-section of business professionals from various industries, cited a lack of time as a major hurdle to DEI progress. Time is critical, and the 21st quarter of 2020 is upon us. How do we, in

> "We had DEI as a consideration (…) years ago, however, this did not extend beyond hiring. Starting (in 2020), we have made top-executive changes and are putting in significant effort to make sure that DEI is not only in numbers but that all employees will have an equitable experience at the company."

> "We had just put some initiatives in place, specifically around racial diversity in response to the [Black Lives Matter] movement."

> "This started with a walk-out of the company that was organized by an anonymous group of employees, but included a large group of employees."

Personal motivation

Progress depends on who you ask

> "[We're] currently in a state of exploration. We're investors with a global portfolio, so [we're] looking at DEI both internally and (…) what it means for the companies we've invested in Africa, Asia, and Latin America."

Different companies, different priorities

> "(We're) DEI focused and have goals and milestones in place."

Local and regional companies (SEC) contributed over more, likely to report DEI as not being a priority than their enterprise and multinational counterparts (50% contrast).

Nevertheless, despite these discrepancies, there's majority of respondents (50%) in the workplace and that holds significant weight for companies in considering DEI as a priority. This signal an urgent implementation the time beginning DEI initiatives. In other words, the **Devonslee Survey declares it to be overall**.

> "DEI helps people to be themselves in the workplace and truly is important for overall productivity outcomes. People can perform better when they can be themselves."

CHAPTER 2

The disconnect in responsibility

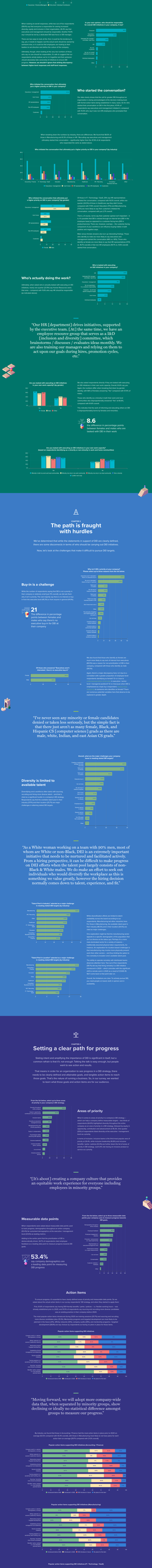
While there is overwhelming support for DEI, and "everyone" is responsible in some shape or form, respondents clearly have the brunt of individual responsibility, is taking the lead in DEI progress — especially according to those in entry-level or individual contributor positions.

Those at the executive or director / manager level are less likely to say that focus of their own pain level should be responsible of a DEI initiative, and direct reports are more likely to place responsibility on executives.

Those in higher level positions (48.6% are more likely than those in individual or individual contributor positions (36.5%) to say that executives should be responsible for DEI initiatives. Those responsible for overall DEI initiatives, in their company.

22% vs. 28.8%

Those in Manufacturing are more likely than those in other industries to say that executives and managers should own DEI progress, compared with 22% of all other industries. Managers are feel the same.


Who started the conversation?
Who initiated the conversation that ultimately put a higher priority on DEI in your company?
Who initiated the conversation that ultimately put a higher priority on DEI in your company? (by industry)
Who initiated the conversation that ultimately put a higher priority on DEI in your company? (by ethnicity)
Who's actually doing the work?
Who's actually doing the work? (by ethnicity)
Are you tasked with executing on DEI initiatives in your own work capacity? (by gender)
Are you tasked with executing on DEI initiatives in your own work capacity? (based on a business identifying as a minority or non-minority in work and home identities)
"Our HR [department] drives initiatives, supported by the executive team. [As] the same time, we have an employee resource group that serves as a I&D [inclusion and diversity] committee, which brainstorms / discusses / evaluates ideas monthly. We are also training our managers and relying on them to act upon our goals during hires, promotion cycles, etc."
The path is fraught with hurdles
Buy-in is a challenge
21
Diversity is limited to available talent
"I've never seen any minority or female candidates denied or taken less seriously, but the simple fact is that there just aren't as many female, Black, and Hispanic CS [computer science] grads as there are male, white, Indian, and east Asian CS grads."
"As a White woman working on a team with 10% men, most of whom are White or non-Black, DEI is an extremely important initiative that needs to be nurtured and facilitated actively. From a hiring perspective, it can be difficult to make progress on DEI efforts when the talent pool largely consists of non-Black & White males. We do make an effort to seek out individuals who would diversify the workplace as they are something we value greatly, however the hiring decision normally comes down to talent, experience, and fit."
Setting a clear path for progress
Measurable data points
53.4%
Action items
"Moving forward, we will adopt more company-wide data that, when separated by minority groups, show declining or steady no statistical difference amongst groups to measure our progress."

CHAPTER 3

DEI in the recruiter's eye

A core component of increasing diversity within a company starts with recruitment. After all, your company is comprised of the people you hire. The potential for implicit bias in hiring teams when screening and evaluating candidates is also a factor. So, we wanted to understand the initiatives related to improving DEI specifically in recruiting and hiring.

Across the board, 90% do, yes, they do have initiatives related to improving DEI in recruiting and hiring, specifically. Even more initiatives are in the cards for 2021.

23.9% of companies have DEI initiatives in Recruiting / Hiring, but plan on it

Does your company have initiatives related to improving DEI in recruiting and hiring, specifically?

When creating data for the numbers by industry, we found that 28.7% of Finance & Insurance, 26.7% of Consumer Goods, 25.0% of Media, 24.4% of Tech, 23.8% of Healthcare, 22.2% of Education, and 20% of Non-profit, Recruiting/HR Tech, Business Services (B2B) and Transportation/Logistics companies have DEI initiatives in place.

The numbers are different when looking by company size and geographic area. There is the 500+ R&D PE VC/VCs and 1000+ PE VCs that have a bias and may have initiatives in place, or at least, smaller multinational companies are far less likely than overall to let their DEI initiatives in these hiring and recruiting efforts fall where DEI stands.

Does your company have initiatives related to improving DEI in recruiting and hiring, specifically? by Industry

Measurable data points

While creating data for the numbers by industry, we found that 28.7% of Finance & Insurance companies are including and hiring, specifically, the top data points where all areas or percentages are 50% or higher. Healthcare companies are at 50% for Gender and Ethnicity, Education companies are at 50% for Ethnicity, and Tech companies are at 50% for Gender and Ethnicity. Manufacturing companies are at 50% for Ethnicity and Sexual Orientation.

Demographics is being taken a further step in the data for a 26.8% yellow flag for Sexual Orientation, and Gender and Ethnicity at 25% is also a yellow flag for data.

43% are not measuring the representation of applicants as a metric to track DEI progress.

Again, the numbers differ slightly by industry. Those in Accounting / Finance are more likely to look at demographics of applicants (28.7%) compared to those in Recruiting / HR (26.7%) and those in Tech (25%) and those in Healthcare (24.4%). Technology, Finance / Manufacturing (26%) highlighted demographics including gender and ethnicity as their top metrics (24.4%).

In recruiting, what are the top measurable data points your company uses to measure progress towards DEI initiatives and goals?

Action Items

When it comes to identifying action items supporting DEI initiatives in recruiting and hiring and when there were implementation, benefits, gains, pitfalls and the day to day accomplishments since 2020 and 2021, of respondents citing the top three, Training for hiring teams was a strategy in action more prevalent for those 25%.

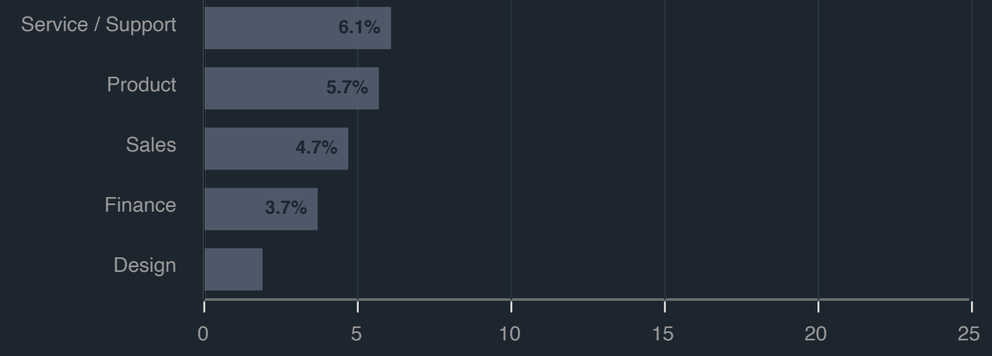
Leading the way in terms of "top points for the year" for those who are including DEI in their recruiting organization (43.8%), and those in Finance (41.7%). Technology / SaaS was much more likely to be about recruiting (41.7%).

2020 was a significant paradigm and towards remote work as a result of COVID-19 has found a ripple effect. Glassdoor discussed, published in August 2020, what the impact of remote work would be on DEI initiatives and the impact of this unprecedented, 2020 hiatus on DEI would be. DEI remote hiring is complex from talent pool to an urban bias that has had serious influence on 2020.

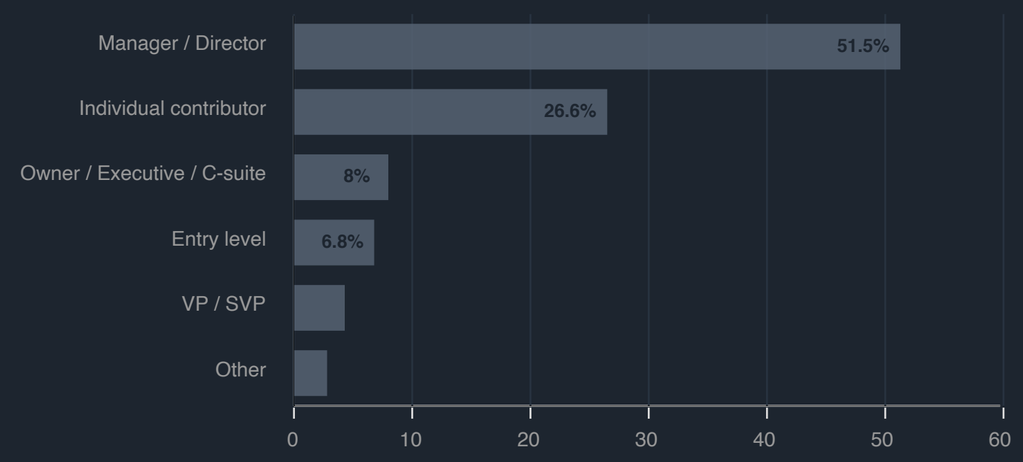
Promoting a DEI culture, culture of DEI, is a key factor in the success of DEI initiatives. Tech is the area where people is their biggest asset, and Tech is the area where people is their biggest challenge.

Popular action items supporting DEI initiatives in recruiting and hiring

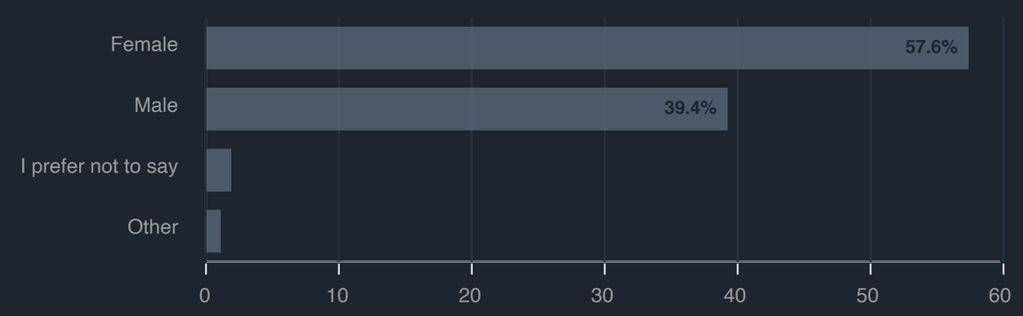
Training
Recruiting
Hiring
Diversity
Culture of DEI
Hiring Practices
Recruiting DEI
Hiring DEI
Culture
Recruiting Practices
Hiring Practices
Recruiting Diversity
Hiring Diversity
Culture of Diversity
Culture of Hiring
Culture of Recruiting
Recruiting Culture
Hiring Culture
Training Culture
Training Diversity
Training Hiring
Training Recruiting
Training DEI
Culture of Training
Training Practices



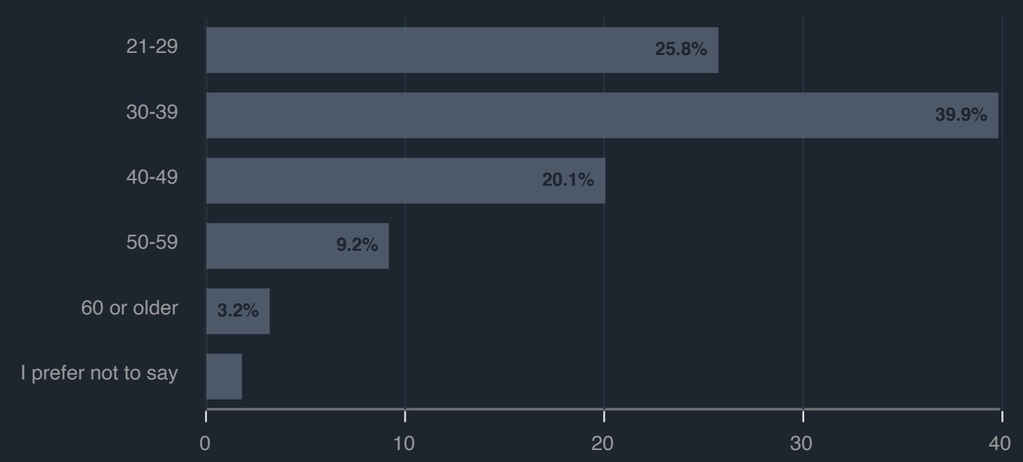
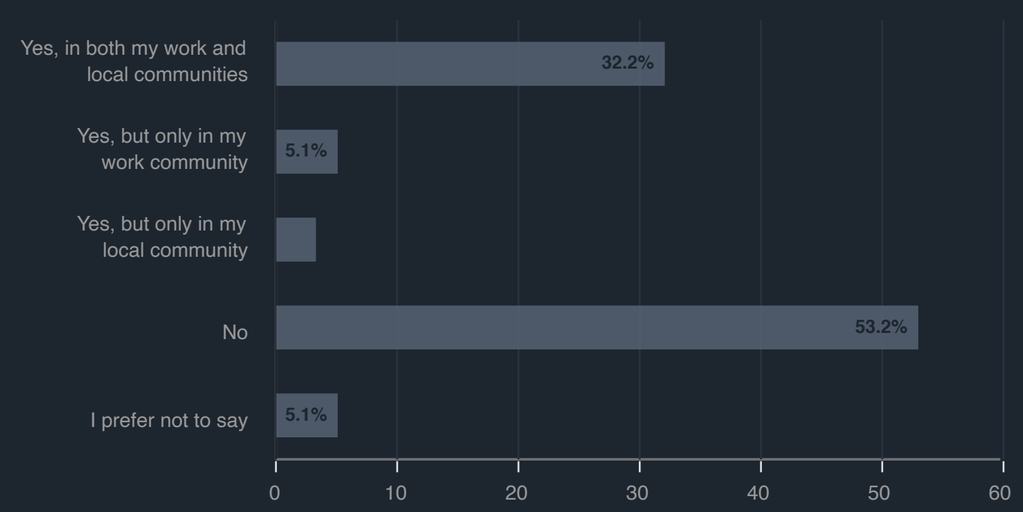
Which of the following best describes your current job level?



Select the option that you identify with:



Which category below includes your age?



Do you identify as a member of a minority group (be it race, ethnicity, language, religion, country of origin, or another characteristic)?