




“Is Any of This Working?”

Why Data is the “Secret Sauce” for  
Intentional Diversity, Equity, and  
Inclusion in the Workplace



# Introduction



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# What should I expect to take away from this?


Data is the “Secret Sauce” for Intentional Diversity, Equity, and Inclusion (DEI) in the Workplace

1. **Why** is it important to use data to track DEI goals in my organization?
2. **How** can we get started on collecting DEI data or improve on what we already have?
3. **What** do quantifiable DEI goals look like? How do I create them?

How did we get here? Having DEI goals and strategies is now the **expectation**.

## **Diversity officer hiring booming in U.S.**

**Invested in Diversity, Equity, and Inclusion? You'd Better Be Ready to Prove It**

The key to meaningful DE&I starts with putting your money where your mouth is. 

A year of change and cautious hope for corporate diversity, equity and inclusion


Companies are setting DEI goals and changing their cultures, one step at a time

## **DEI and racial equity after 2020: A year of change opens new opportunities**

**The true cost of racial inequality in the workplace**

Corporate brands stepped up during 2020's racial reckoning — now comes 'the hard work' of real equity and inclusion

With all of these strategies and goals, how do you know what's working?



Measurement is the first step that leads to control and eventually to improvement. If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it.

James Harrington

The answer is data. You have to be tracking your progress towards your DEI goals. But first...



Okay, I understand **why** data is important. What's next? Intro into People Analytics and Data 101

Employees

+

Data



# Where to begin? (Beginner)

Create the foundation



Connect your data sources





# We're good there, what's next? (Intermediate)

$\sigma^2 = \frac{1}{n} \sum (x_i - \bar{x})^2$   $S_x^2 = \frac{1}{n-1} \sum (x_i - \bar{x})^2$   
 $\bar{x} = \frac{1}{n} \sum x_i$   $\sigma = \sqrt{\frac{1}{n} \sum (x_i - \bar{x})^2}$   $X^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$   
 $S_x = \sqrt{\frac{1}{n-1} \sum (x_i - \bar{x})^2}$   $P(X=k) = \binom{n}{k} p^k (1-p)^{n-k}$   
 $\hat{y} = a + bx$   $\mu = np$   $Z = \frac{x - \mu}{\sigma}$   $\sigma = \sqrt{np(1-p)}$   $\mu = \frac{1}{n} \sum x_i$

**Statistics**

$b = r \frac{s_y}{s_x}$   $a = \bar{y} - b\bar{x}$   $\hat{p} = \frac{x_1 + x_2}{n_1 + n_2}$   $\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_n}{n}$   
 $\binom{n}{k} = \frac{n!}{k!(n-k)!}$   $H_0: p = p_0$   $SE = \sqrt{\frac{\hat{p}(1-\hat{p})}{n}}$   $Z = \frac{\hat{p} - p_0}{\sqrt{p_0(1-p_0)}}$   
 $ME = z^* \frac{\sigma}{\sqrt{n}}$   $n \rightarrow \infty$   $SE = \sqrt{\frac{\hat{p}_1(1-\hat{p}_1)}{n_1} + \frac{\hat{p}_2(1-\hat{p}_2)}{n_2}}$   
 $P(A/B) = P(A) + P(B) - P(A, B)$   $P = 1 - P(A)$   $CI = (\hat{p}_1 - \hat{p}_2) \pm z^*(SE)$   $S = \frac{1}{n-2} \sum_{i=1}^n (y_i - \hat{y})^2$



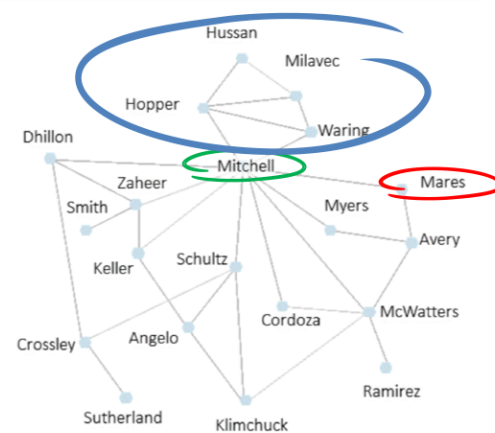
# Anything else?? (Advanced)

## Organizational Network Analysis (ONA)

**“ONA PROVIDES AN X-RAY INTO THE INNER WORKINGS OF AN ORGANISATION...” ROB CROSS**



**FROM FORMAL, VISIBLE & LACKING INSIGHT...**



**TO INFORMAL, HIDDEN & HIGHLY INSIGHTFUL**

# Anything else?? (Advanced)

Experimentation



Cool examples, but DEI can be complex and nuanced, how do you quantify something like inclusion? (Advanced contd.)



Now that I know which data I can collect and measure, what does a quantifiable DEI goal look like? How do I create one?



### Examples

**Bad:** We want to increase representation for underrepresented groups

**Better:** We want to increase representation by 1% for underrepresented groups

**Best:** We want to increase representation by 1% for underrepresented groups (Black and LatinX) by the end of Q2 by implementing and tracking the following metrics...

How does this apply to me if i'm not directly working in DEI or people analytics?



# What did I just learn?

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# Thank You!

Take a screenshot and scan the following QR codes with your phone's camera!

One-Pager



Feedback?



Let's connect!

