

10 Common Potholes (Setbacks)

- People who are opposed often shake their head 'yes'
- Senior-most leadership not owning DEIB as a key business imperative
- People who are excited for the transformation run to marginalized population for guidance
- Strong opposition openly claim “reverse racism”
- Managing ambiguity
- Mid-management not fully buying in – “check the box”
- Classifying DEIB as a HR-led function vs CEO-led key business imperative
- Flocking to diverse talent as a first step
- Fear (to paralysis) of publicly reporting representation numbers
- Wavering accountability

