

The Dirty Dozen

Guaranteed failures for Diversity and Inclusion (D&I)

- 01 **Doing it for the wrong reasons:** compliance/social justice focused; successful PR/marketing as the priority; driven by personal agenda.
- 02 **Selecting a D&I leader that's unqualified** and/or because they're a woman or from the minority group.
- 03 **D&I is en vogue/everyone's doing it** (strategy, programs, training, councils, employee groups).
- 04 **Insufficient structure and resources.**
- 05 **Business case and actions not related to the business,** industry or company business mandates.
- 06 **Lacks connection** to a change management process and/or lacks integration into existing processes, policies and practices.
- 07 **Counting people is defined as results.**
- 08 **Narrow definition of diversity.**
- 09 **Transporting US-centric approach abroad.**
- 10 **No positive role models.**
- 11 **Focus is on fixing women.**
- 12 **D&I person is the catch all for everything** (D&I, compliance, supplier diversity, sexual harassment, compensation, coach, trainer, leader, mentor, advisor, strategist, psychologist, researcher, analyst, spokesperson, meeting planner/organizer, etc.)

To learn more, contact Karen@bridgearrow.com



BRIDGE ARROW

Bridge Arrow connects the dots, linking Diversity & Inclusion (D&I) to business solutions, making leaders more effective, and businesses more profitable. With over 30 years of experience in global profit and non-profit organizations and over 10 years serving on non-profit boards, we created Bridge Arrow to offer a global hub, bringing people together in the D&I and Human Capital (HC) communities. Our aim is to bridge the gap between people seeking D&I/HC services and D&I/HC experts who have a wealth of knowledge.

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