



Diversity Mark

Choosing Targets – Where to Begin

*This is where you
should spend
most of your time*

People – Staff and Customers

Developing targets for your Diversity Mark accreditation should be grounded in meaningful time spent with customers, staff and underrepresented groups through focus groups, surveys, and open dialogue, ensuring their perspectives and needs guide your efforts

Data Analyses

What's next is to analyse this feedback alongside quantitative and qualitative internal and external data, such as demographic metrics, employee turnover rates, exit interview data, participation rates and engagement / satisfaction scores to establish your most important areas of focus for your ED&I journey

Stakeholder Engagement

The next step is to engage with key stakeholders through workshops and strategic meetings to collaboratively establish the most effective targets for your ED&I journey ensuring buy-in and commitment from the Board, executives and decision-makers.

