

DEI 101

Welcome to the 4th Annual Rev Up
2030 Event!

4th Annual Rev Up 2030 Event

CADIA Rev Up 2030 – Diversity Equity & Inclusion: Progress Over Perfection April 12, 2021

8:30 - 3:30 PM

Rev Up 2030 Panel Session

8:30- The State of DEI in the Automotive/Mobility Industry

1. Courageous Conversations
2. The CEO Why/Business Rationale for DEI
3. Industry Case Studies
4. Diverse Voices
5. Fireside Chat with Deloitte

Register
Now!

[Registration Link](#)

4th Annual Rev Up 2030

April 12, 2021



Progress Over Perfection

THERE IS NO COST FOR
THESE VIRTUAL SESSIONS
BUT YOU MUST REGISTER

Join CADIA for 'the State of the Industry' in Diversity, Equity & Inclusion, along with Candid Dialogue, and Best Practices in DEI

Sponsors:

[REGISTER NOW](#)

Deloitte

TOYOTA

Gallagher

TENNECO

nexteer

STELLANTIS

SAE
INTERNATIONAL

brose
Evidence in Manufacturing

MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

Impact

MICHIGAN
MANUFACTURING
TECHNOLOGY
CENTER



The Center for Automotive Diversity, Equity & Inclusion



Please help us
spread the word!

Thank you to all our Sponsors!

Excellence Sponsor

Deloitte.

Champion Sponsor

TOYOTA

Ally Sponsors



Partner Sponsors



CADIA Organization at-a-Glance

Our Organization: A membership-based non-profit focused on diversity, equity and inclusion in the automotive industry.

Our Mission: Double The Number of Diverse Leaders in Automotive by 2030.

The CADIA 4C Framework



Support Leadership **Commitment**



Champion Diverse Talent



Drive Systemic **Change**



Create Inclusive Cultures

Unique Solutions for the Automotive Industry:

- Annual Rev Up 2030 Event
- CADIA DEI Roundtable Series
- DEI Workshops
- CADIA Certification
- Corporate DEI Assessment and Roadmap Development
- Professional Development via CADIA Academy™
- Weekly CADIA Connects™
- Speakers Bureau
- Thought Leadership

Offered a la carte or via annual membership

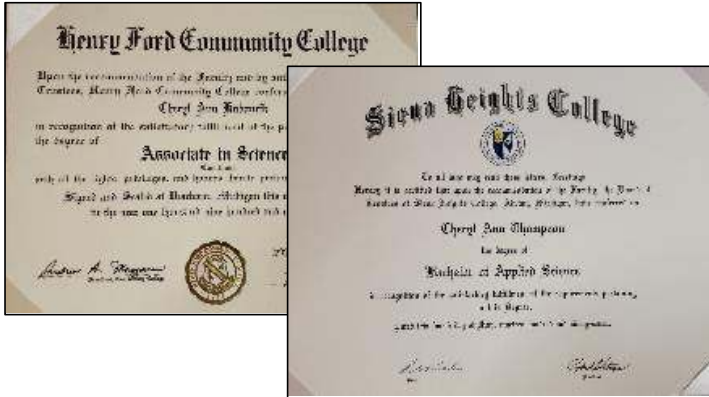
CADIA provides:

- An Extension of your DEI Team
- A Peer Learning Community
- A Consistent Priority and Focus on DEI for the Auto-Mobility Industry

What
you
may
not
know
about
me is....



Education



My Diversity Story

Personality/Leadership MBTI Type



Gender



Career Path



Tenure / Role



Young Single Mom





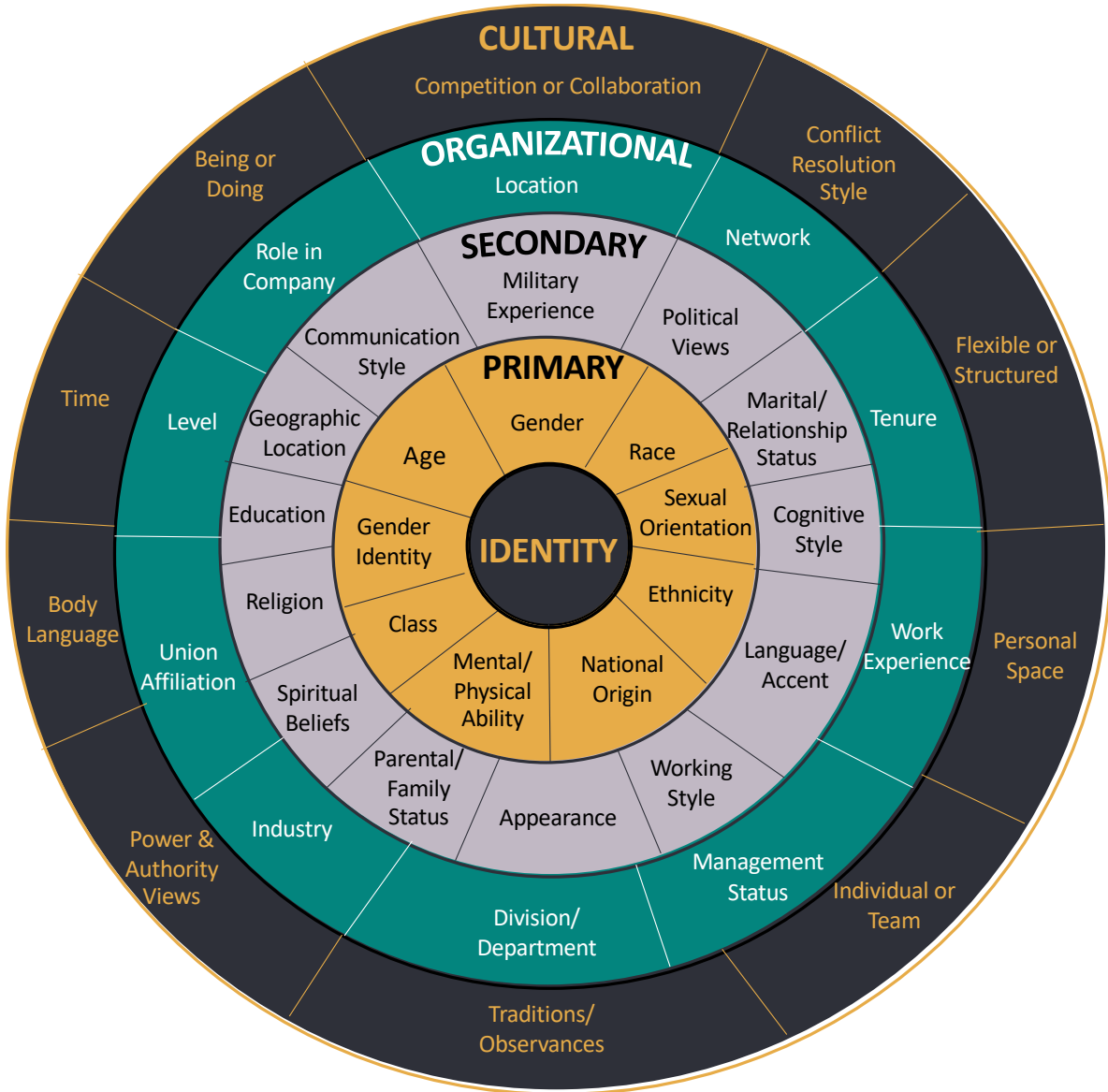
IDENTITY: Sense of self, how you see yourself, characteristics that define you, including personality. Shapes our self image and world view.

PRIMARY: Most powerful characteristics, inborn, inherent, have a significant impact on early socialization and future life.

SECONDARY: Acquired, can be modified or discarded.

ORGANIZATIONAL: Attributes that contribute to workplace experience.

CULTURAL: Traits, behaviors, preferences or values shaped by culture. Key elements in how we define ourselves as individuals or as a group identity.



Learning Objectives

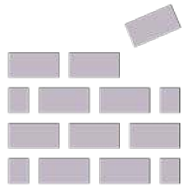
1

What is DEIB?



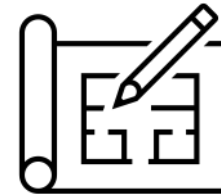
2

Building Biz Case for Change



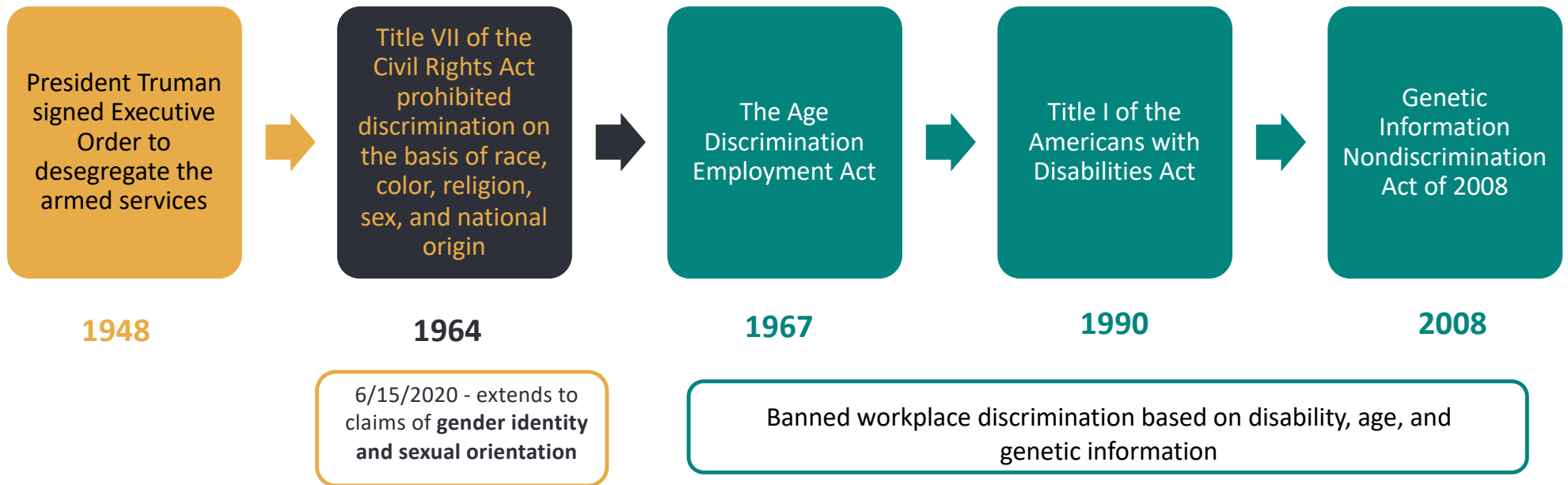
3

Explore Tools for Starting the Conversation

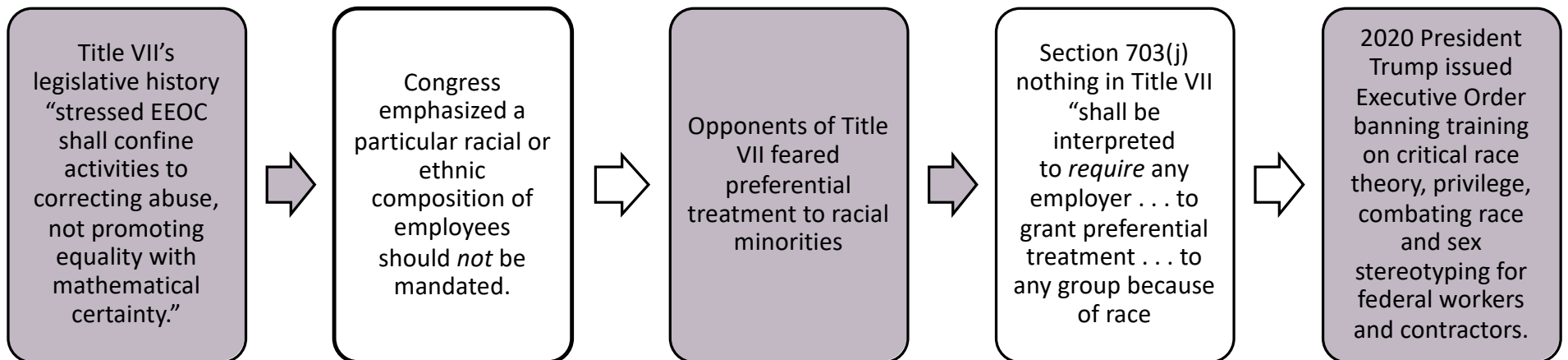


What is DEIB?

U.S. History

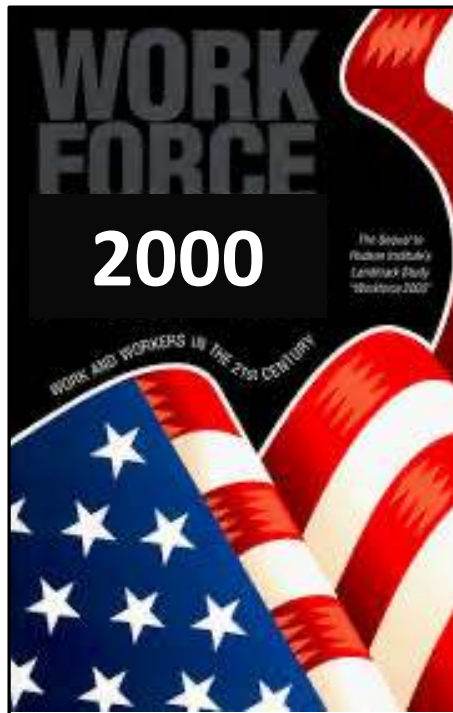


U.S. History



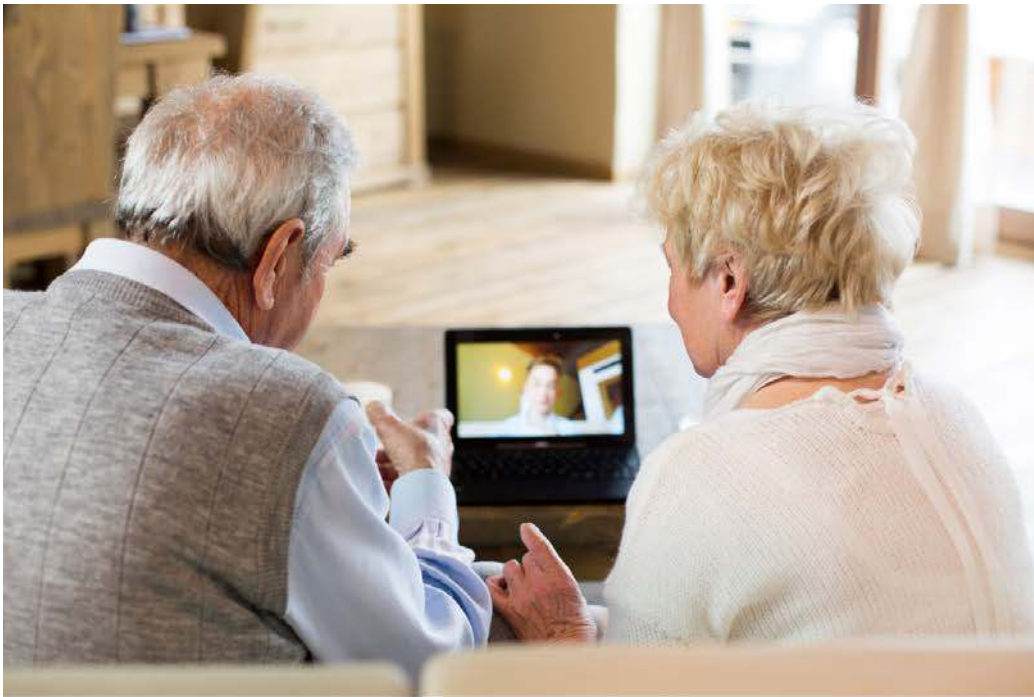
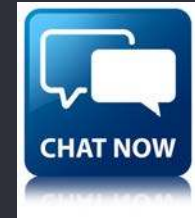
Workforce 2000

1987
Secretary
of Labor,
William
Brock



1. The population and the **workforce** will **grow more slowly** than at any time since the **1930s**.
2. The **average age of the population** and the workforce **will rise**, and the pool of young workers entering the **labor market** will **shrink**.
3. More **women** will enter the workforce.
4. **Minorities** will be a larger share of the new entrants into the labor force.
5. Legal and illegal **immigrants** will represent the largest share of the increase in the population and the workforce since **World War I**.

Diversity?

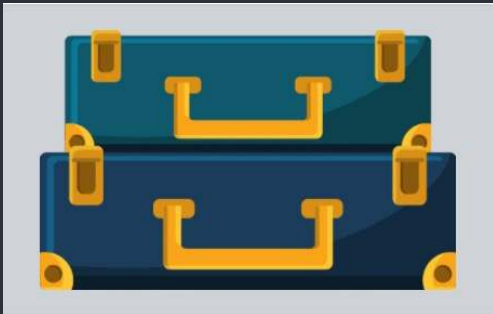


The word Diversity for many =

ANXIETY



- Compliance
- Legal
- Polarizing
- Quotas
- Diversity Hire
- Diversity Promotion
- Not Qualified
- I am not a racist
- I support women



- Entitlement vs. hard work
- I don't see color
- EEOC
- I'm keeping my mouth shut
- I can't find diverse talent
- Difficult
- Exhausting
- I hire the best person for the job
- Zero sum game
- I am not going to hire/promote someone who isn't qualified

Compliance

Prevents and/or corrects discrimination and historical patterns that adversely impact workforce representation of certain groups.

Legally driven mandates imposed by the government with systematic steps that result in quantifiable outcomes.

Benefits protected classes.

Focus is demographic characteristics – age, sex, race, ethnicity, disability.

Not related to an organization's business goals or strategic plans.

Reactive and Transactional

Diversity

Values differences and is based on the idea that leveraging these differences improves organizational performance.

Voluntary, proactive process of change guided by the free market that creates a culture of respect where all differences are leveraged to improve performance and competitive advantage.

Includes and positively affects everyone – anyone that is human.

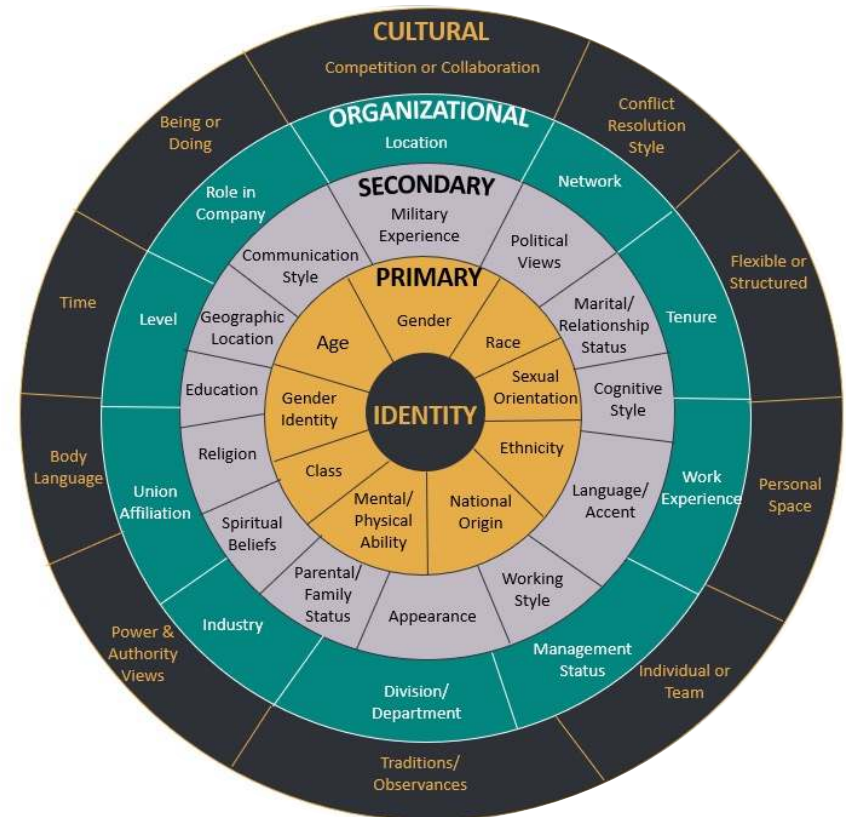
Includes a wider range of dimensions – education, personality types, thinking styles, backgrounds, perspectives, socio-economic status, functional and organizational experience, etc.

An integral part of an organization's business goals and strategic plans.

Proactive and Transformational

Why Representation Matters

- Talent Attraction and Retention:
 - Relatable
 - Reflective of identity
- Role Models:
 - Permission to bring best self to work
 - Example of what is possible for progression and performance
- Leveraging differences for:
 - Better Solutions
 - Innovation and Creativity
 - Problem Solving
 - Decision Making
 - Address Blind Spots

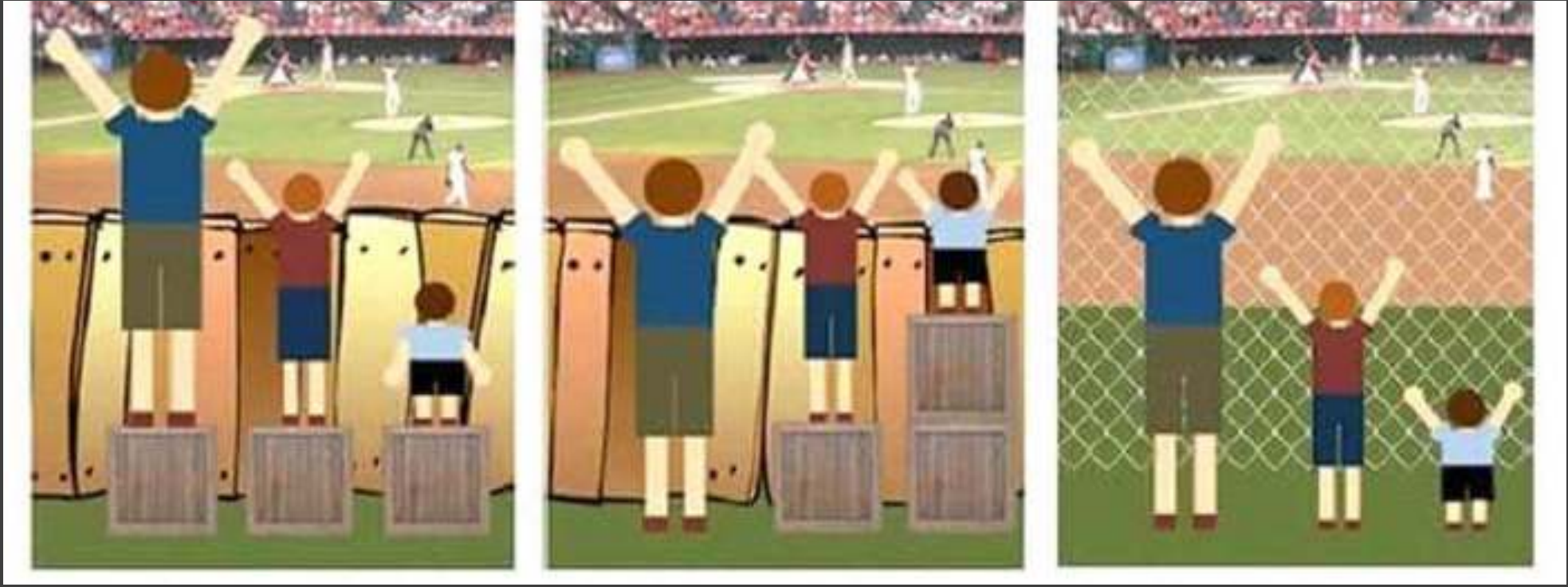


DEIB Level Set



Diversity

Everything that makes you **who you are** and what makes you **different** from someone else, to include race, gender, religion, ability, age, sexual orientation, background, education, experiences, talents, skills, and much more.



DEIB Level Set

Equity

We all have varying levels of access to opportunity, networks and resources based on our identities, backgrounds and lived experience, which impacts equality. Equity strives to make the necessary systemic changes to ensure **everyone has access to the tools, resources and opportunities** they need to **succeed** to achieve equality.

Poll

1. I got my last position through my network
2. I got my last position by applying to a job posting
3. Someone recommended me for my current position
4. My last position was part of a defined career path or succession plan

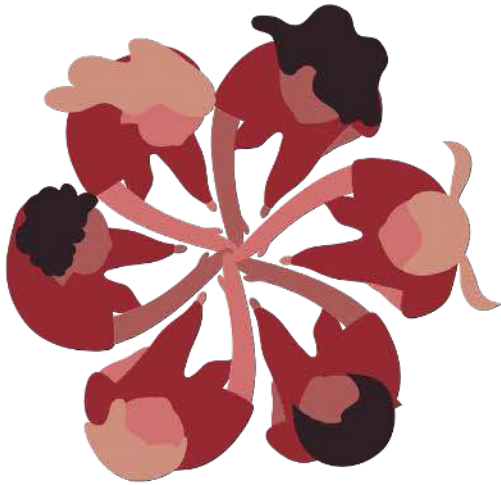
DEIB Level Set

Inclusion

The practice of **leveraging diverse** perspectives, backgrounds, skills, and talents to allow each employee to feel **valued** and able to **contribute** to his or her full potential in achieving the **mission** of the organization.



DEIB Level Set



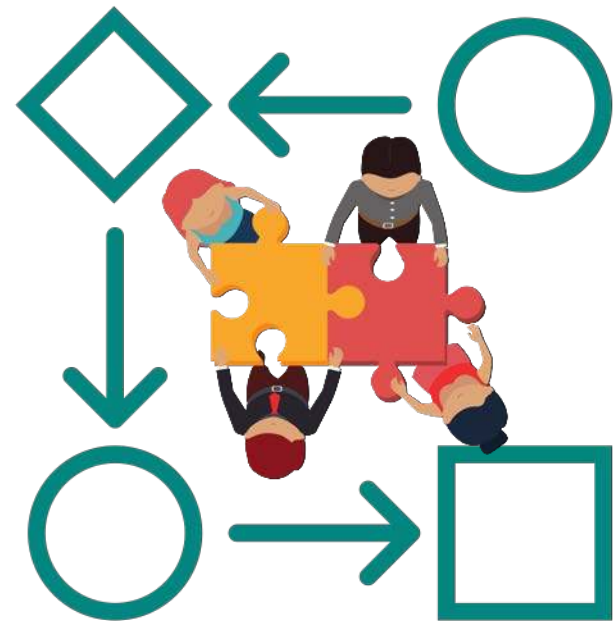
Belonging is a sense of **fitting in** or feeling like you are an **important member** of a group. Social belonging is a fundamental human need, **hardwired** into our **DNA**.

Poll

On a scale from 1 – 7, with 7 being high, how well do you feel like you belong in your organization?

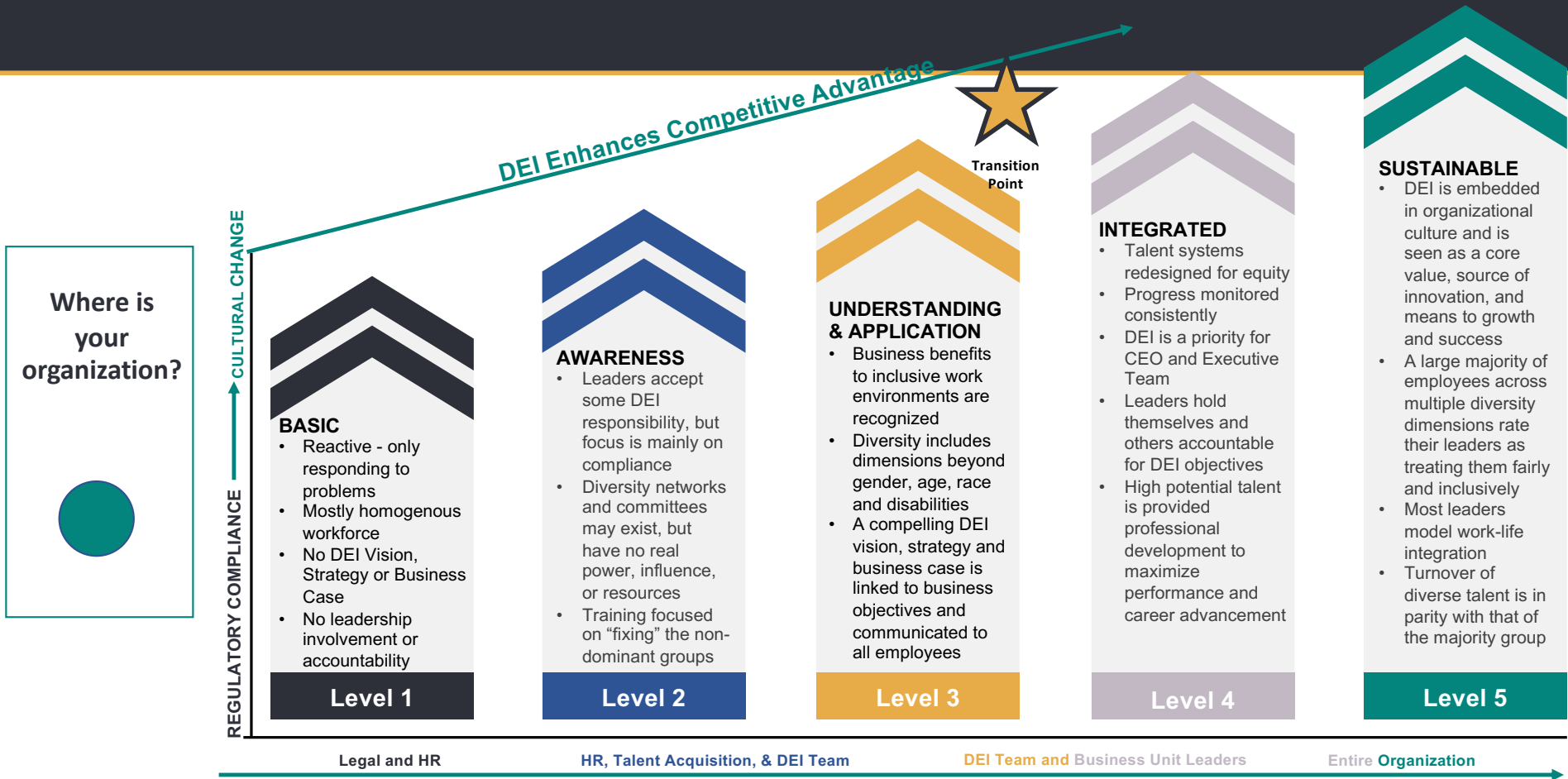
Diversity, Equity and Inclusion (DEI) as a System

- A **strategic business imperative** that is part of an organization and how it does business, allowing it to leverage the diversity of thought to achieve the organization's mission
- Included in an **organization's vision, mission, values, strategies, and tactics** to create and sustain workplaces that are inclusive, diverse and equitable, and that leverage the culture to **achieve better business outcomes.**



Helps an organization deliver on their mission and business objectives through people

DEI Organizational Evolution

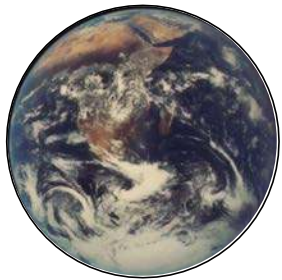


Building Biz Case for Change



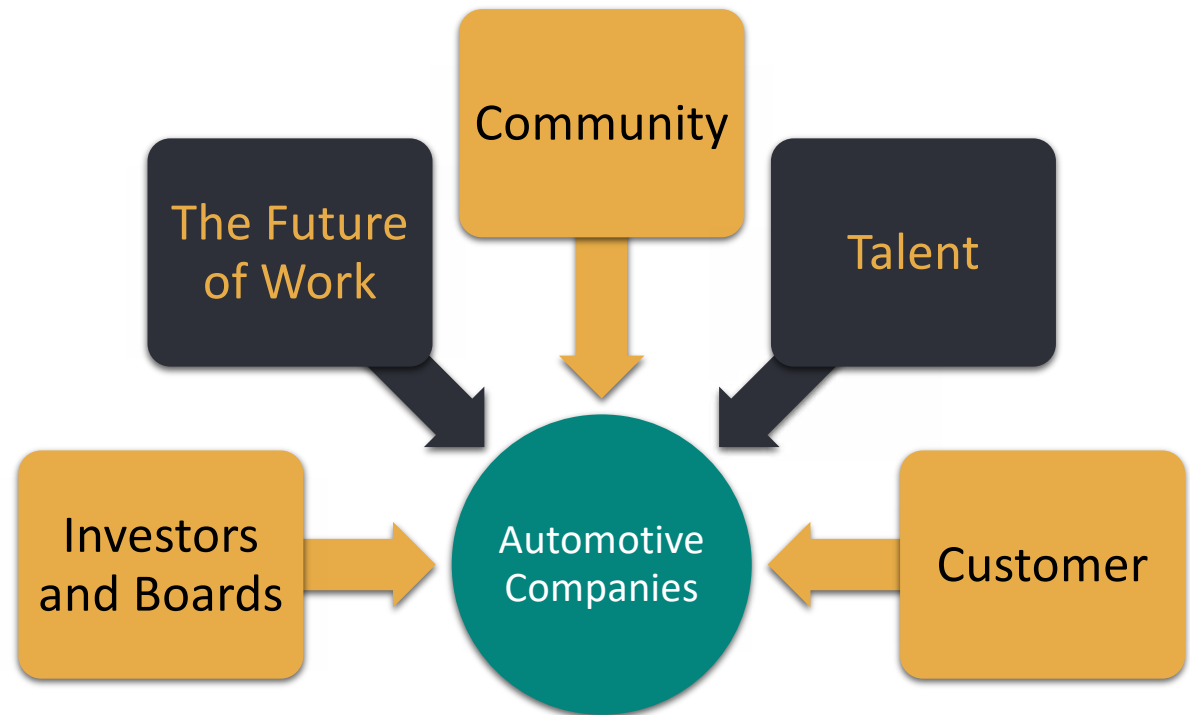
What Got Us
Here Won't Get
Us There

The Case for Change

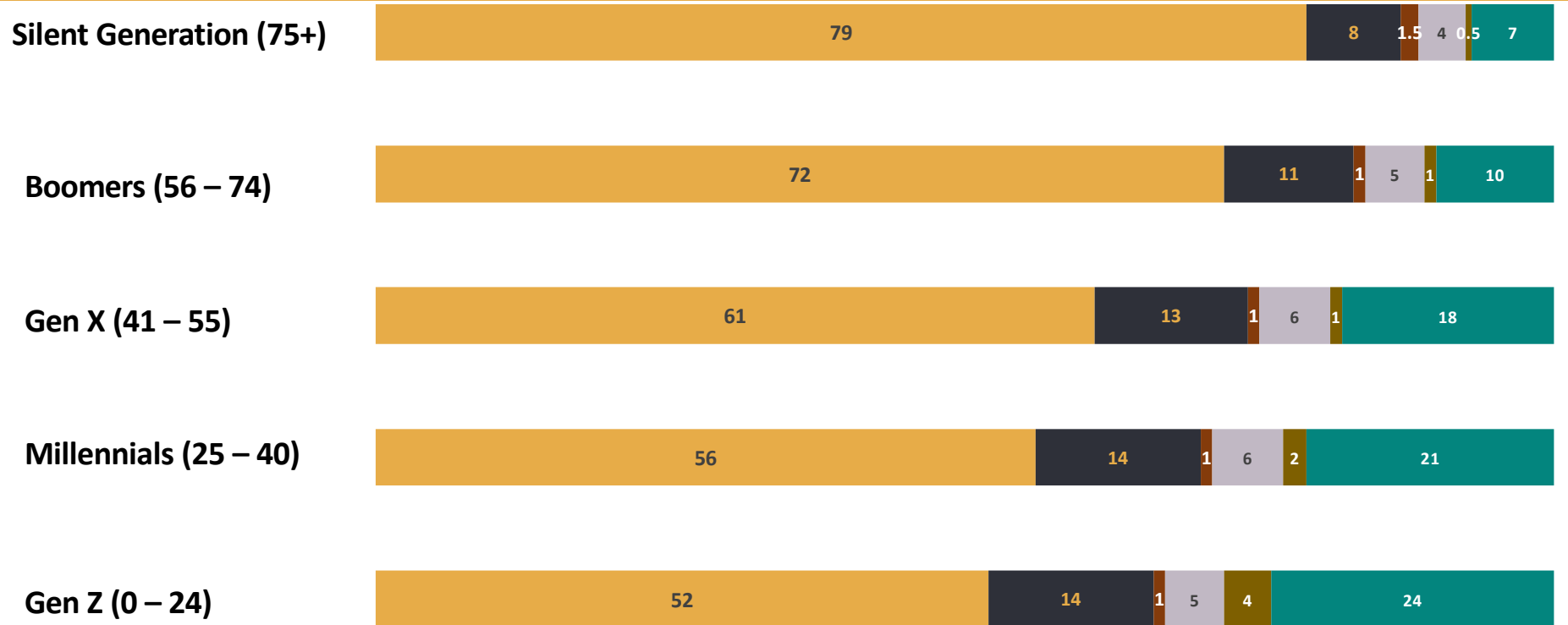


The Future

- Volatile
- Uncertain
- Chaotic
- Ambiguous



Demographic Shift



US Census Bureau Data



© 2018 - 2021 Center for Automotive Diversity, Inclusion & Advancement, Inc. – All Rights Reserved

Poll

How ready are we to attract the next generation of talent?

1. We have been at this for a while – we are ready!
2. We are working on it!
3. Not even close...we recognize there's work to do.
4. Next generation? We are screwed!

Generation Z

Generation	When Born	Population in millions
The Greatest Generation	Born before 1928	1.7
The Silent Generation	Born 1928 – 1945	20.87
The Baby Boomer Generation	Born 1946 – 1964	69.56
Generation X	Born 1965 – 1980	65.17
The Millennial Generation	Born 1981 – 1996	72.12
Generation Z	Born 1997 – 2021	67.17



\$3 Trillion in Purchasing Power



Pragmatic and Frugal



The need to own a vehicle grows as they enter the workforce

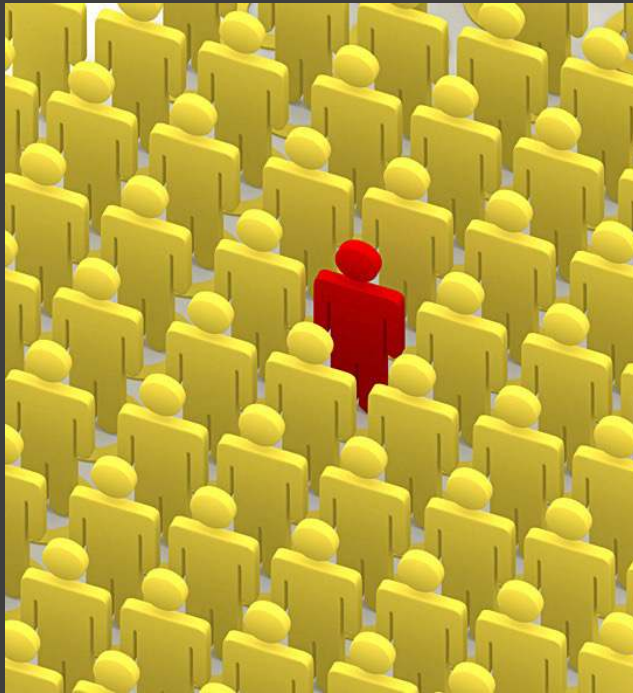


Values: Equity, Inclusion, Stability and Authenticity

Sources: Statista and Decoding Gen Z the car buyer – June, 2019 Auto News



Explore Tools for Starting the Conversation



What interrupts Inclusion and Belonging?



- Not seeing anyone that visibly shares your identify
- Trying to figure out how much to share
- Working double time – tax on being different
- Accumulates over time and leads to exhaustion, burnout, disengagement and attrition

Covering

Research at Deloitte by Christie Smith and Kenji Yoshino

- Downplaying a known stigmatized identity
- Something we do instinctively within ourselves in order to assimilate or make others comfortable, or not make it a big deal
- Avoid triggering others or triggering their biases towards us



61% of us report covering behaviors along one of these four axis on a regular basis

The 4 As

Appearance

When we modify or downplay how we're really comfortable expressing ourselves

- Dress
- Hair
- Jewelry
- Tattoos

Affiliation

Not wanting to be affiliated with a stigmatized identity and don't take advantage of what we need

- Not taking advantage of parental leave
- Don't talk about politics or people in the news
- Stay away from work that is stereotypical to my gender, race or ethnicity
- Don't talk about kids or significant other

Advocacy

Hesitating from advocating for my identity – how much people “stick up for their group”

- Not making gender an issue - ever
- Exhaustion from being asked to represent their entire community
- Concerned about tokenism and or favoritism
- Don't challenge a joke to prevent being seen as overly strident

Association

Not wanting to be associated with a stigmatized group - avoids contact with other group members

- Avoid being seen as someone who only hires people like you
- Distance ourselves or over-correct
- Avoid seeking help for mental health or addiction
- Hesitant to join ERG or Diversity Group

[Link to study](#)

45% of Straight White Men Cover

Didn't graduate from college

Political affiliation

Religion

Mental Health Challenge



Don't like sports

Grew up in a broken home

Child in prison

Child with mental or physical disability

How have you covered?



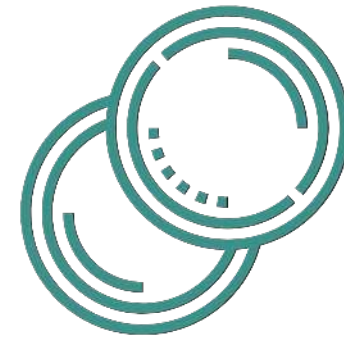
Where to Start?



**Create
Psychological
Safety**



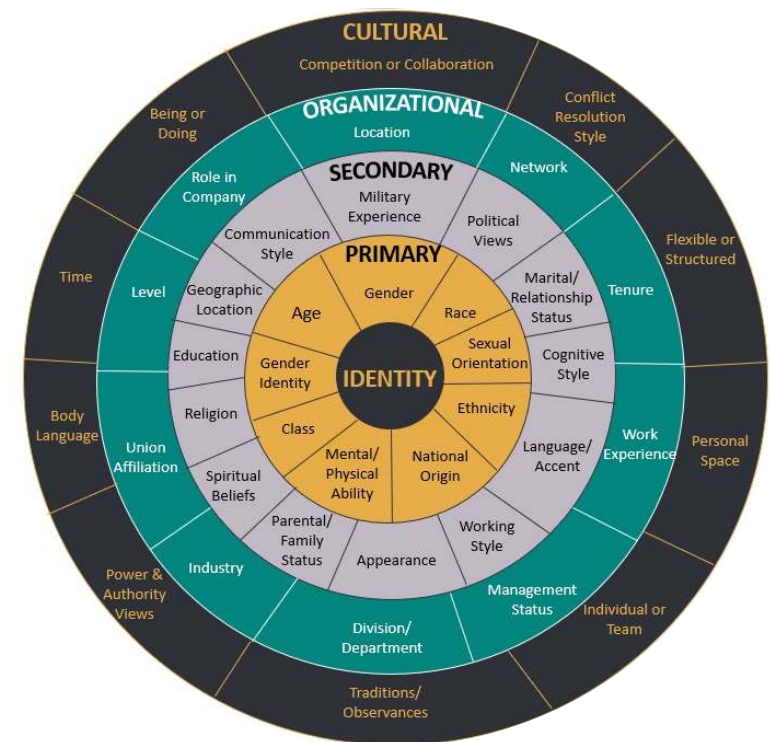
Listen



**Understanding
Through a Different
Lens**

Reflection

- Which aspects of your diversity dimensions have given you special insight or an advantage?
- What is the impact?
- What if everyone could leverage their unique identity, experiences, perspectives and background?



How to Get Involved

- ERG/BRG
 - Start one
 - Join one
- DEI Committee / Council
 - Start one
 - Join one
- Mentor someone who is different than you
- Participate in Recruiting Activities

- What have you done?
- What is available for you to do in your organization?
- What can you commit to?



What does DEI look like at an Organizational Level?

<https://centreforglobalinclusion.org/downloads/>



Drive the Strategy

1. Develop a strong rationale for DEI vision, mission, and strategy and align it to organizational goals.
2. Hold leaders accountable for implementing the organization's DEI vision, setting goals, achieving results, and being role models.
3. Provide visible, dedicated support and structure with authority and budget to effectively implement DEI.



Attract & Retain People

4. Ensure that attraction, sourcing, and recruitment is done through the lens of DEI.
5. Ensure that DEI is integrated into talent development, performance management, advancement, and retention strategies.
6. Ensure that job design and classification are evaluated for bias and that compensation is equitable across key dimensions of diversity.
7. Achieve work-life integration, flexibility, and equitable benefits. Flexible work options are widely available and accessible.



Align & Connect

8. Ensure that assessments, measurement, and research include a DEI lens.
9. Make communication clear, simple to understand, and a crucial force in achieving the organization's DEI goals.
10. Educate all to achieve a level of DEI competence and confidence needed to create a diverse, equitable, and inclusive organization.
11. Connect the organization's DEI and sustainability initiatives to increase the effectiveness of both.



Listen to & Serve Society

12. Be proactive in working with community, public and private partnerships, government, and society at large, and through philanthropy.
13. Embed DEI in services and products development to serve diverse customers and clients.
14. Integrate DEI into marketing and customer service.
15. Practice responsible and ethical sourcing. Develop and nurture underrepresented suppliers.

Engaging the Majority



Follow-up [BCG Report](#) – 5 Ways Men Improve Gender Diversity:

1. Support flexible-work policies
2. Model the right behaviors
3. Communicate fairly
4. Sponsor a high-potential woman
5. Get involved with company-specific initiatives

Summary

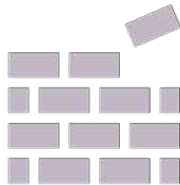
1

What is DEIB?



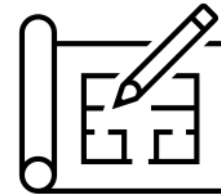
2

Building Biz Case for Change



3

Explore Tools for Starting the Conversation



Call To Action – Join Us



CADIA DEI Monthly
Roundtable /
Councils



CEO Coalition
for Change



Weekly CADIA
Connects

More Learning

Join us!

CADIA & SAE INTERNATIONAL PRESENT:

REV UP 2030

DIVERSITY | EQUITY | INCLUSION: PROGRESS OVER PERFECTION

April 12th 8:30am- 3:30PM

Rev Up 2030 will feature industry experts, panel discussions and case studies centered around DEI. Topics include:

- The State of DEI in the Automotive/Mobility Industry
- Diverse Voice Panel
- Courageous Conversations
- The CEO "WHY"
- Fireside chat with Deloitte- DEI Insights
- Case Study- Yanfeng's D&I Group
- The history, evolution & business case for DEI



TO REGISTER: [HTTPS://WEB.AUTOMOTIVEDIVERSITY.ORG/EVENTS](https://web.automotivediversity.org/events)

Our Thank You To You. You Make a Difference.

2021-2022 Diversity & Inclusion Calendar

Compiled by CADIA with Generous Support from Deloitte

Knowing and learning about diverse celebrations and holidays can enhance your workplace culture.

Organizations committed to DEI recognize that creating an inclusive environment is more than just a day or month of celebration and recognition.

This calendar will help ensure that your efforts are year-round and that all employees are included in the celebration of diversity.

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2 World Autism Awareness Day Good Friday	3
4 Easter Passover ends	5	6	7 Yom HaShoah	8 Yom HaShoah	9	10
11	12 Ramadan (ends 5/12) Hilal New Year	13 Valentine's Day	14 Yom HaAtzmaut	15 Yom HaNasmat	16	17
18	19 First Day of Ramadan (ends 5/1)	20	21 Ram Navami	22 Earth Day	23 The Day of St. George St. George's Day	24 Armenian Martyrs' Day Lilavati's Birthday
25 Mahavir Jayanti	26	27	28 Ninth Day of Ramadan	29 Lup Ballroom	30 Lup Ballroom El Días de los Niños	

[DOWNLOAD HERE](#)

Contact Us

Cheryl Thompson

CEO and Founder

Cheryl@automotivediversity.org

(734) 716-9612

Margaret Baxter

Executive Director

Margaret@automotivediversity.org

(248) 219-1019

Jennifer Harding

VP Business Development

Jennifer@automotivediversity.org

(734) 678-0344

www.automotivediversity.org