



ABC Employer Guide for Diversity and Inclusion Talking Points

Purpose

ABC is committed to supporting industry efforts to overcome the challenges and maximize the opportunities associated with an increasingly diverse workforce and subcontractor/supplier base.

ABC's objective is to help shape an industry that is welcoming to all people—where employees and suppliers are limited only by their own potential, clients' needs are actively served and shareholders receive value for their investment.

The purpose of the Employer Guide is to provide guidance, direction, information, and reference materials for ABC member companies that are initiating or further developing an existing Diversity Program.

What's Included in the Guide

1. Introduction and Purpose
2. Business Case for Diversity and Value Proposition
3. Developing a successful Diversity Program
 - Five Stage Program Development and Timeline Estimates
 - Strategic Tips for Implementation
4. Demographic Changes
5. Catalysts, Barriers and Cultural Shift
6. Subcontractor/Supplier Diversity Program
 - Stages of Developing a Subcontractor/Supplier Diversity Program
 - Setting Goals for Achieving Advanced Program Development
 - Eight-Step Action Plan for Developing Subcontractor/Supplier Diversity Program
 - Database Set-up
 - Success Stories - Subcontractor/Supplier Diversity
7. Workforce Diversity
 - Defining Workforce Diversity
 - Barriers Faced by Diverse Groups
 - Best Strategies for Developing Workforce Diversity Programs
 - Components of Effective Diversity Training Programs
 - Trends
 - Success Stories – Workplace Diversity
8. Resources to Get Started
 - Subcontractor/Supplier Information Form
 - Project Utilization Form
 - Quarterly Utilization Report
 - M/WBE Supplier/Subcontractor Status Form
 - Response to Inquiry
 - M/WBE Policy Statement
 - No Opportunities Right Now Response
 - Diversity Council and Team Alignment
 - Business Resources

Why Incorporate Diversity: Benefits to Your Company

- Diversity is as a competitive advantage and a business opportunity.
- It is well proven that diverse, heterogeneous teams promote creativity, innovation, and product development and delivery.
- Embracing diversity and maximizing the well-being and contributions of its diverse employees and suppliers/subcontractors, an organization will fully maximize its strength and competitiveness.
- Organizations that incorporate workforce and supplier/subcontractor diversity will succeed in:

Market Development

- Fulfill customer contract requirements
- Align with business development strategy
- Maximize market opportunities (current and future)

Business Management

- Prepare and respond to demographic changes
- Implement consistency of practice throughout organization
- Support sustainability of efforts

Company Performance

- Increase employee satisfaction and contribution
- Optimize product/service innovation
- Align with performance architecture (e.g. TQM, triple bottom line)

Business Image

- Increase industry recognition
- Become a community leader in economic development

Supplier/Subcontractor Development

- Strengthen and broaden supply chain
- Align with demographic changes
- Respond to industry requirements

Employment Management

- Increase employee attraction and retention
- Mobilize and manage a diverse workforce (age, ethnicity, gender, etc.)
- Optimize leadership and management skills

Risk Management

- Comply with EEO laws

More Information

- Guide is a **FREE** resource for members
- Request a Guide online: www.abc.org/DiversityGuide
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