



Leadership and Governance Toolkit

Tool 3: Understanding and Leveraging the Power Dynamics to Drive Buy-In around DEI Change

Many DEI leaders in community-based organizations often speak about the challenges associated with generating authentic buy-in and commitment around DEI change. DEI change leaders from EDGs often experience a great deal of excitement when they are first hired to change the DEI context. However, over time they tend to experience limited cooperation beyond words from more established leaders regarding their roles and resource allocations to successfully drive cross-enterprise DEI change.

DEI change leaders must assess the landscape for DEI buy-in and leverage those strongholds of buy-in to support the creation and implementation of the organization's DEI Strategy and Change Plan. DEI leaders must spend time with each of the stakeholders in Figure 5 to determine the following: (1) What do they feel is the state of DEI in the organization? (2) How important do they feel it is for the organization to improve the state of DEI? (4) What would they hope to achieve by improving representation across the organization? (5) Would they be willing to participate in an informal advisory group that would help guide the development and implementation of the organization's DEI strategy? These questions will identify who DEI leaders can turn to for support when trying to move their DEI strategies forward.



FIGURE 5: FINDING AREAS OF SUPPORT FOR DEI CHANGE

