

DiversityInc

Tips, Best Practices & FAQs for Completing the 2020 DiversityInc Top 50 Survey



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Resources

- For technical assistance (can't see slides, can't hear, etc.), please use the text chat box in the bottom righthand corner of your screen.
- For non-technical issues, contact Customer Service at 973-494-0506.
- You may submit your questions via the web by using the text chat box in the bottom righthand corner of your screen.
- This presentation will be available for download within 72 hours. If you do not receive it, contact customerservice@diversityinc.com.
- For questions on data security and privacy, click [here](#).
- For information on survey methodology, click [here](#).
- For all DiversityInc Top 50 lists since 2001, click [here](#).



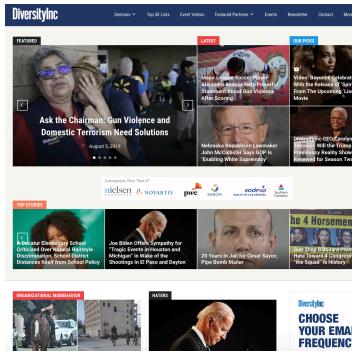
Agenda

1. Overview of DiversityInc
2. About Top 50 Competition
3. What's New for 2020
4. Overview of Top 50 Survey
5. Focus: New Talent Management Questions
6. Frequently Asked Questions
7. Live Chat Q&A

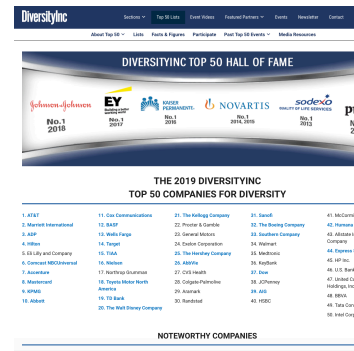


What We Do

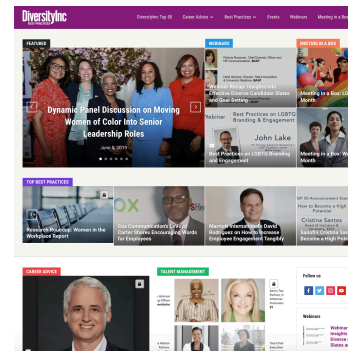
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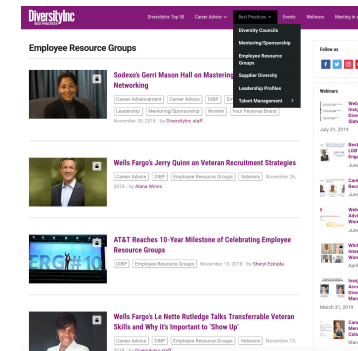
Benchmarking



Branding



Education



We work with diversity-focused teams to present the **Top 50 Companies for Diversity Competition**, deliver **Benchmarking Advisory** and provide **Branding opportunities** that spotlight our clients, provide positive press and support brand goals.

Partnering with close to **100 Benchmarking and Branding clients** annually, we help companies develop actionable plans that **produce results**.



DiversityInc Top 50 Competition

- In its 19th year, the DiversityInc Top 50 Competition remains *the most prestigious* diversity list. For 2019, we had more than 1,800 companies participate.
- The DiversityInc Top 50 list is derived exclusively from corporate survey submissions. Companies are evaluated within the context of their own industries. Subsets of the same data submissions are used to determine our other specialty lists.
- The DiversityInc Top 50 process is data and editorially driven and [is not pay to play](#).
- Participation is free. Every company that participates receives a [free report card](#), assessing its performance against all competitors overall and in **six key areas** of diversity management.



DiversityInc Top 50 Competition

To be eligible to compete for a spot on any of DiversityInc's Top Companies lists, participants must:

- Have at least 1,000 U.S. employees
- Enter data for your U.S. employee population and initiatives via Qualtrics, an online survey tool
- Submit a notarized form signed by either the CEO, the chief human resources officer (CHRO) or a corporate officer (other than the chief diversity officer or person responsible for diversity & inclusion) affirming that all data submitted is accurate.
- Complete [NOD's Disability Employment Tracker](#)
- Have at least one employee from the company attend the Top 50 dinner



2019 TOP COMPANIES FOR DIVERSITY: Hall of Fame

Includes former #1 Ranked Top Companies for Diversity:

- EY (2017)
- Johnson & Johnson (2018)
- Kaiser Permanente (2016)
- Novartis Pharmaceuticals (2014 & 2015)
- PwC (2012)
- Sodexo (2013)

2019 TOP COMPANIES FOR DIVERSITY: Top 50

Companies competing on a national level for talent and suppliers.

- | | | |
|----------------------------------|-----------------------------|---------------------------------------|
| 1. AT&T | 19. TD Bank | 37. Dow |
| 2. Marriott International | 20. The Walt Disney Company | 38. JCPenney |
| 3. ADP | 21. The Kellogg Company | 39. AIG |
| 4. Hilton | 22. Procter & Gamble | 40. HSBC |
| 5. Eli Lilly and Company | 23. General Motors | 41. McCormick & Company |
| 6. Comcast NBCUniversal | 24. Exelon Corporation | 42. Humana |
| 7. Accenture | 25. The Hershey Company | 43. Allstate Insurance Company |
| 8. Mastercard | 26. AbbVie | 44. Express Scripts |
| 9. KPMG | 27. CVS Health | 45. HP, Inc. |
| 10. Abbott | 28. Colgate-Palmolive | 46. U.S. Bank |
| 11. Cox Communications | 29. Aramark | 47. United Continental Holdings, Inc. |
| 12. BASF | 30. Randstad | 48. BBVA Compass |
| 13. Wells Fargo & Company | 31. Sanofi US | 49. Tata Consultancy Services |
| 14. Target | 32. The Boeing Company | 50. Intel Corporation |
| 15. TIAA | 33. Southern Company | |
| 16. Nielsen | 34. Walmart | |
| 17. Northrop Grumman Corporation | 35. Medtronic | |
| 18. Toyota Motor North America | 36. KeyBank | |

2019 TOP COMPANIES FOR DIVERSITY: Noteworthy

This list is comprised of companies whose data indicates they have the potential to make The DiversityInc Top 50.

- Ally Financial
- Altice USA
- Amazon
- American Family Insurance
- AmerisourceBergen Corporation
- AstraZeneca
- Asurion
- Bayer U.S.
- Best Buy Co., Inc.
- BMO Financial Group
- BuzzFeed
- Centene Corporation
- Citizens Bank
- FCA US
- First Data
- Gap, Inc.
- Hilti North America
- Honda North America
- International Flavors & Fragrances, Inc.
- Johnson Controls
- Leidos
- M&T Bank Corporation
- Mattel, Inc.
- Nissan North America
- Praxair, Inc.
- Quest Diagnostics
- Rockwell Automation, Inc.
- Spirit AeroSystems
- State Street Corporation
- Tyson Foods, Inc.
- Ultimate Software
- VF Corporation
- Volkswagen Group of America
- Wyndham Destinations, Inc.

2019 Specialty Lists

1. Noteworthy Companies
2. Top Regional Companies
3. Top Hospitals and Health Systems
4. Top Utilities Companies
5. Top Companies for Talent Acquisition
6. Top Companies for Talent Acquisition for Women of Color*
7. Top Companies for Supplier Diversity
8. Top Companies for People with Disabilities
9. Top Companies for LGBT Employees
10. Top Companies for Employee Resource Groups
11. Top Companies for Mentoring
12. Top Companies for Sponsorship*
13. Top Companies for Diversity Councils
14. Top Companies for Diverse Leaders
15. Top Companies for Veterans
16. Top Companies for Executive Women
17. Top Companies for Philanthropy*

* New for 2019

What's New for 2020?

- Section of questions related to your company's talent acquisition and management practices and outcomes
- Questions regarding your company's employee programs and practices related to Philanthropy and Corporate Social Responsibility
- Reorganized existing questions related to Diversity & Inclusion Management function into a new section within the survey
- Glossary of key terms and definitions as a reference when completing the survey
- Hover text functionality for key terms in survey displaying the definition
- Null value response option to questions in the survey



Understanding the 2020 Survey

Survey Categories

Human
Capital
Metrics

Leadership
Accountability

Talent
Programs

Workplace
Practices

Supplier
Diversity

Philanthropy

Understanding the 2020 Survey

Additional Information

National
Organization on
Disability (NOD) -
Employment Tracker

Company Profile
Information

Hospital/Health Care
Systems

Company EEO
Report

Supplemental Data



Understanding the 2020 Survey

Survey Category	Areas Addressed
Human Capital Metrics	Overall Representation, Management Representation, New Hires, Promotions, Turnover, Highest Paid 10%. Race/Ethnicity, Gender and Age Ranges data points.
Leadership Accountability	CEO/Sr. Management Commitment, Board of Directors, Diversity Council, Diversity & Inclusion Management
Talent Programs	Mentoring, Sponsorship, High Potentials, Employee Resource Groups
Workplace Practices	Talent Acquisition, Talent Management, Diversity Training, Onboarding, Veterans, People with Disabilities, LGBT, Employee Benefits
Supplier Diversity	Spend with Diverse Suppliers, Programs and Practices
Philanthropy	Volunteerism, Employee Matching, Philanthropic Giving & Involvement



Focus: Talent Management Practices

New section for 2020:

Talent Reviews

- What levels of management get reviewed?
- How often are reviews conducted?
- Who's involved in the reviews?

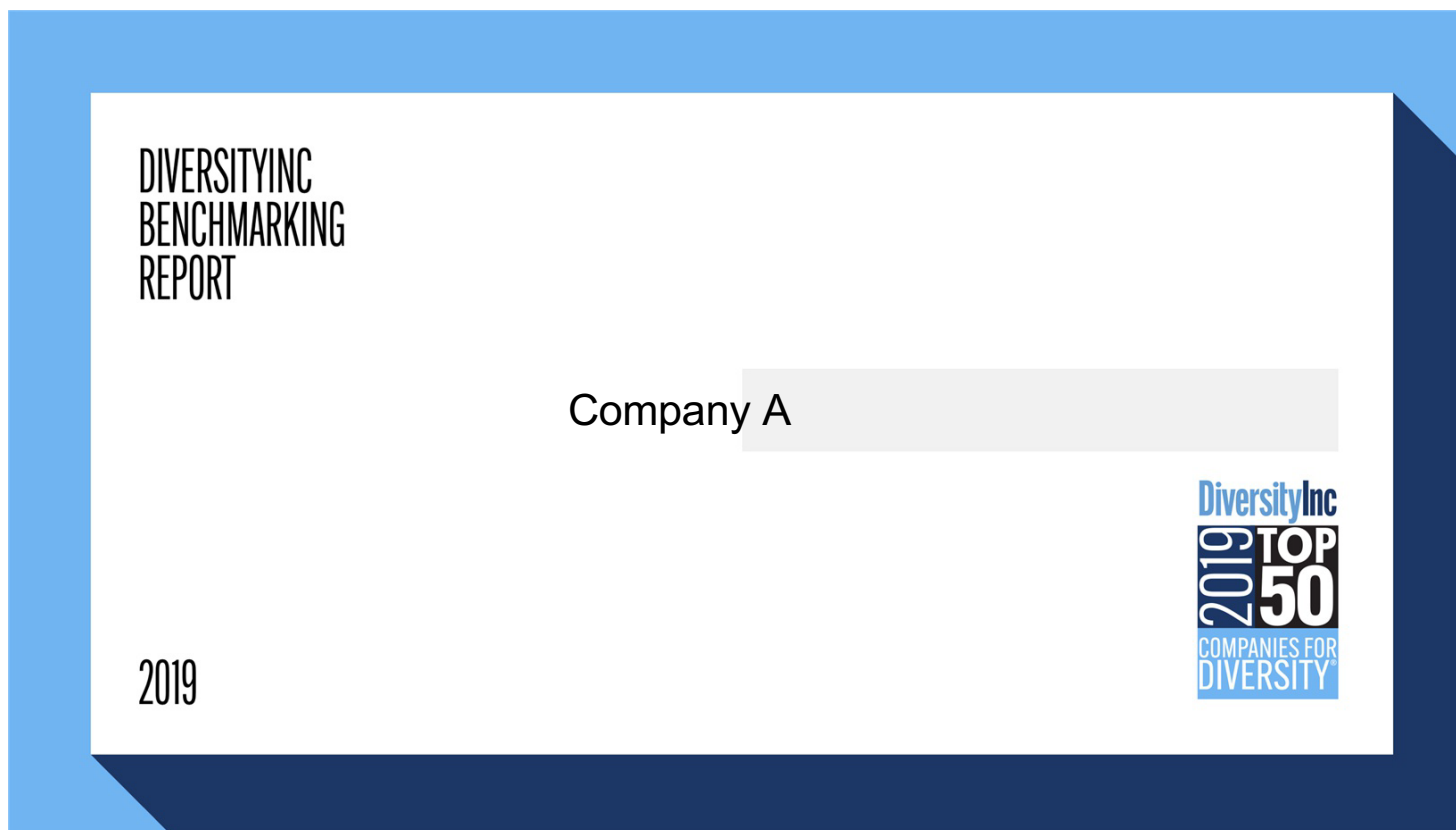
Assessment Process

- What tools are used to develop talent?
- Are the tools tested for bias?

Programmatic Focus

- What metrics are used to calculate Quality of Hire?
- Are there specific initiatives to retain Women of Color?

Sample Report Card



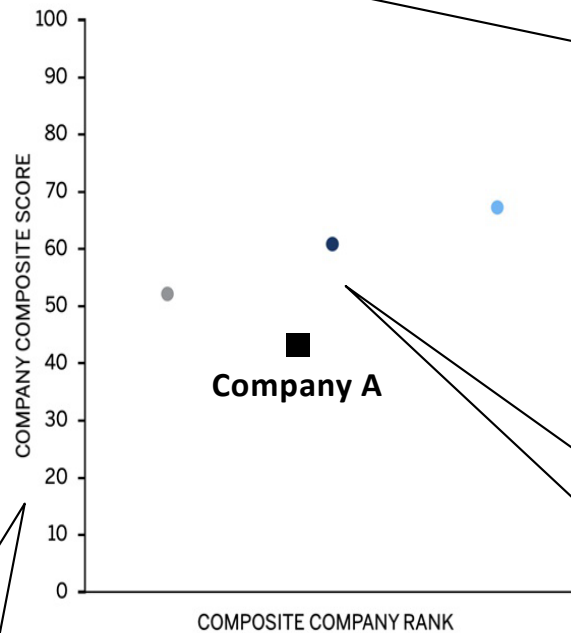
Human Capital Metrics: Summary Plot

This summary plot shows your company's composite results for Diversity (gender and race/ethnicity) Human Capital Metrics for **Overall Workforce Representation**, **New Hires**, and **Promotions** in comparison to all others within your specified competition cohort group.

COLOR KEY

- DI Top 10 Mean + HoF Index*
- DI Top 50 Mean + HoF Index*
- All Participating Companies Mean

* Includes Hall of Fame (HoF) companies' results.



Descriptor identifies what survey items are included in the scoring and analysis

The dots represent the category mean composite score for the Top 10*, Top 50* and all participating companies

DiversityInc REPORT CARD

Composite scores range from 0 (worst) to 100 (best)

Composite company rank represents a company's rank in the Top 50. The further right, the higher the rank.



Key Dates

TOP 50 COMPANIES SURVEY IS OPEN!

MARCH 3, 2020

Survey closes

MAY 5, 2020

Top 50 Companies for Diversity announced



Completing The Survey: Tips & Best Practices



The DiversityInc Top 50 process began in 2001 and is the leading assessment of diversity management. The results are derived exclusively from corporate survey submissions from companies with at least 1,000 employees in the U.S. Companies are evaluated within the context of their own industries. Subsets of the same data submission are used to determine our [Specialty Lists](#). Companies cannot buy a spot on the Top 50 or Specialty Lists. The Top 50 process [is not pay to play](#).

The 2020 DiversityInc Top 50 survey is now open, [Click here to participate](#).



Completing The Survey: Tips & Best Practices

Download a word copy of the complete survey and access a zip file of survey questions by section, verification letter template, NOD's Disability Employment Tracker, data security policy, previous Top 50 lists and a glossary of terms

The screenshot shows the DiversityInc website interface for the 2020 Top 50 Companies for Diversity Survey. The page features the DiversityInc logo, a navigation menu with links to '2020 Top 50 Survey in Word', 'Survey Questions By Section (.zip)', 'Glossary of Terms', 'Verification Letter Template', 'Disability Employment Tracker', 'Privacy/Data Security Policy', and '2019 Top 50 Companies List'. Below the navigation is a login instruction: 'Please log in using the unique code you received in order to start the survey. If you don't have your company's unique code or are new to the survey, please contact our customer service department at top50@diversityinc.com and request the unique code. Thank you!'. A text input field labeled 'Unique Code' is highlighted with a red box. Below it is a progress bar labeled 'Survey Completion' showing 0% completion. A callout box points to the progress bar with the text 'Track your survey completion progress'. At the bottom right, there is a blue button with '>>'.

Enter unique code assigned to your company

Track your survey completion progress

Completing The Survey: Tips & Best Practices

There are several events and milestones companies tell us happen internally:

Timeline	Key Tasks
September - November	Kickoff emails or meetings to let departments know what is needed, remember to include your legal department.
December - January	Data requests – sent to HR, supplier diversity, philanthropy, etc.
Typically by end of January	Data collection completion
1 st week of February	Finalize survey responses
2 nd week of February	Legal/Compliance Department Review
3 rd week of February	CEO, CHRO or other corporate officer signs off on submission
By March 3, 2020	Submit completed survey



Frequently Asked Questions

- **Q: How many people can enter data in the online survey tool on behalf of my company?**
- **A:** Anyone you designate internally may complete the survey, **but we recommend one person, usually someone familiar with diversity and inclusion management**, be the primary person filling it out. You will be required to enter a code unique to your company; the link provided will take you directly to the survey, and you will be prompted to enter the code there. The link is secure and can only be accessed by you and others at your company with whom you share it. Please be sure to only share the link with those responsible for helping you fill it out.

Q: Do I need any special software to access the survey?

- **A:** No. We use Qualtrics, an online survey software, to capture your company's submitted data. We cannot enter data for you. A Word document is available for internal data-gathering purposes only.



Frequently Asked Questions

Q: What is DiversityInc's policy on data handling and privacy?

- A: We do not divulge specific demographic data of any company, and we guarantee its confidentiality. If a company makes the [DiversityInc Top 50](#) list or one of our [Specialty Lists](#), we only discuss the shared best practices it uses that helped it make the list. We never release a company's human capital metrics, supplier diversity or philanthropy spend data. There is no negativity associated with participation. If a company does not make the list or one of our other lists, its name is never revealed.

Q: Can we include employees outside of the United States?

- A: No. You may only enter data about your programs and employee representation in the United States (including U.S. territories).

Q: Can we request copies of our submissions from previous years?

- A: Once the survey submission process closes, DiversityInc will only provide one PDF of a complete submission. Additionally, company report cards are no longer distributed once the following year's Top 50 survey process is open.



Frequently Asked Questions

Q: Do we have to provide answers to all the questions in the survey in order to compete?

- A: There are some questions where we have required a response to prevent calculating null values into the ranking algorithm. The system will notify you of the questions that require a response. In these cases, we have either provided you an option to select no response or enter zero.

Q: Is there a character limit for the open-ended questions to provide responses?

- A: No. There is no character limit for those questions in which you have the opportunity to explain further.

Q: Is there a glossary of terms that provides scope and/or definition for unique terms within the survey?

- A: Yes. There is a list of terms used in the survey and the associated definition and/or scope as it relates to the Top 50 survey.



Frequently Asked Questions

Q: Who do we contact if we have questions and/or need technical support accessing or completing the survey?

- A: Please send an email to top50@diversityinc.com with your questions and/or technical issues.

Q: How do you confirm the information from companies that apply for your top company award?

- A: We look for statistical anomalies, outliers and illogical answers. We also spot-check survey questions randomly. We may notify companies if there are anomalies in their submission prior to the survey closing. **We also require companies to have their CEO or another company officer** (does not include the chief diversity officer or person responsible for diversity & inclusion) sign a letter confirming, that to the best of their knowledge, the data submitted is correct. The letter must be notarized.



Q&A

Please use the text chat box in the control panel to enter in your questions.



DiversityInc Best Practices (DIBP)

Subscribe to DIBP to get access to relevant information and resources to provide your employees, managers, ERG leaders and HR/ Diversity professionals with:

Features	Benefits
Diversity Management Content	Articles, videos, case studies and webinars that show how top companies for diversity are effectively using best practices to get talent results.
Career Advice Series	Webinars and content series to provide information and/or tools for your employees and managers regarding career development and management for diverse employee populations.
Research & Insights	Leverage relevant and timely research to inform your diversity and inclusion initiatives.

Take the interactive tour: www.diversityincbestpractices.com/st/DIBP_Sampling



Upcoming Webinars

Jan. 22, 2020

Linking Diversity & Inclusion to Annual Performance Goals

Feb. 12, 2020

Executive Diversity Council Best Practices

Mar. 25, 2020

Formal Mentoring Programs Best Practices



Upcoming DiversityInc Events

SIGNATURE EVENTS

MAY 5, 2020

Top 50 Companies Learning Sessions and Event | Cipriani New York

OCTOBER 2020

Women of Color and Their Allies Event | Miami

FALL EMPLOYEE EVENT

Supplier Diversity Event | New Jersey



Thank You for Attending

- You can download and view a copy of this presentation within 72 hours.
- If you have questions/comments, please email us at customerservice@diversityinc.com.
- Visit DiversityIncBestPractices.com to view past webinars and career advice, as well as relevant, up-to-date content on diversity and inclusion management.

