

**Tips, Best Practices and FAQs
for Completing the
2019 DiversityInc Top 50 Survey**



Assistance

- For other assistance, contact Customer Service at 973-494-0506.
- A link to download this presentation will be sent to you within 72 hours. If you do not receive it, contact vmccoy@DiversityInc.com
- Visit the following webpages for more information:
 - Security and privacy – <https://www.diversityinc.com/top-50-data-security-policies>.
 - Methodology – <https://www.diversityinc.com/top-50-methodology>.
 - Top 50 lists since 2001 – https://www.diversityinc.com/st/Top_50_All_Lists.
- You may submit your questions via the web by using the text chat box on your screen. We'll get to them at the end of this presentation.



Agenda

1. About the DiversityInc Top 50
2. Changes to the 2019 Survey
3. Frequently Asked Questions
4. Clarifications
5. Advancing to the Last Page of the Survey
6. Live Chat Q&A



2019 DiversityInc Top 50 Survey Dates

- Deadline – Friday, March 1, 2019 (no extensions allowed).
- List announced on Tuesday, May 7, 2019 at Cipriani Wall Street, NYC.
- To retain a spot on the DiversityInc Top 50, at least one representative from each organization must attend the announcement dinner.
- Free report cards distributed to participants a few weeks after the event.



About the DiversityInc Top 50

- Our 19th Year.
- More than 1,800 participated in 2018, across more than 15 industries.
- Company must have at least 1,000 employees to be eligible for participation.
- Participation is free.
- 4 Areas of Data Determine Rankings
 - Talent Pipeline
 - Equitable Talent Development
 - CEO/Leadership Commitment
 - Supplier Diversity



2018 DiversityInc Top 50 Companies for Diversity

Hall of Fame

EY, Kaiser Permanente, Novartis Pharmaceuticals Corporation, PwC, Sodexo

- | | | |
|---------------------------|-------------------------|------------------------|
| 1. Johnson & Johnson | 21. TIAA | 41. Aramark |
| 2. Marriott International | 22. New York Life | 42. Sanofi |
| 3. AT&T | 23. Northrop Grumman | 43. Express Scripts |
| 4. Mastercard | 24. Target | 44. Southern Company |
| 5. ADP | 25. Toyota Motor N.A. | 45. AIG |
| 6. Eli Lilly and Co. | 26. The Walt Disney Co. | 46. MUFG Union Bank |
| 7. Comcast NBCUniversal | 27. Monsanto | 47. Medtronic |
| 8. KPMG | 28. Allstate Insurance | 48. Humana |
| 9. Accenture | 29. AbbVie | 49. The Boeing Company |
| 10. Hilton | 30. Aetna | 50. Dow Chemical |
| 11. Prudential Financial | 31. General Motors | |
| 12. Cummins | 32. Exelon | |
| 13. Cox Communications | 33. The Hershey Company | |
| 14. Wells Fargo | 34. TD Bank | |
| 15. Procter & Gamble | 35. KeyBank | |
| 16. Abbott | 36. JCPenney | |
| 17. BASF | 37. McCormick & Co. | |
| 18. Kellogg Company | 38. Colgate-Palmolive | |
| 19. Nielsen | 39. Time Warner | |
| 20. Anthem | 40. CVS Health | |



14 Specialty Lists

- Noteworthy Companies
- Top Regional Companies
- Top Hospitals and Health Systems
- Top Utilities
- Top Companies for Recruitment
- Top Companies for Supplier Diversity
- Top Companies for People with Disabilities
- Top Companies for LGBT Employees
- Top Companies for Employee Resource Groups
- Top Companies for Mentoring
- Top Companies for Diversity Councils
- Top Companies for Progress
- Top Companies for Veterans
- Top Companies for Executive Women



What's New

- Questions focused on Environmental, Social and Governance (ESG).
- Changed the 'Veteran' section to 'Military Community' and added questions about engagement of National Guard and Reserve Members.
- Expanded the 'Sponsorship', 'High Potentials', 'Employee Resource Groups' and 'Philanthropy' sections.
- We heard you loud and clear and have given you more opportunities to explain your responses.
- Ability to generate a PDF of your survey responses before submission.



Frequently Asked Questions 1/4

Q. Do you have to pay to participate?

A. There is no fee to participate. Every company that completes the survey will receive a free report card assessing overall performance versus all participants and performance in the four key areas measured.

Q. How do you get company unique code to login to survey?

A. If you have participated in the past, then you should have received the company unique code already. If you have not, or if you are new, then please visit the participation page ([https://www.diversityinc.com/st/Participate in Top 50](https://www.diversityinc.com/st/Participate_in_Top_50)) and fill out the form or email us at top50@diversityinc.com.

Q. When is the submission deadline?

A. All entries must be submitted on Friday, March 1, 2019.

Q. When will the results be announced?

A. Results for the 2019 survey will be announced at our event in NYC on Tuesday, May 7, 2019.



Frequently Asked Questions 2/4

Q. What do you mean in your survey when you say “formal mentoring programs?”

A. Formal programs are organized and sanctioned by the company. The company arranges for the mentor/mentee relationship. We’ve added a number of questions around formal sponsorship. The same applies for those programs.

Q. How do you vet/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 ask companies whose data appear to be an outlier and/or that we don’t know to have their CEOs sign off on the validity of the submission.

Companies can optionally upload their EEO-1 data. When we find something wrong, nearly 100 percent of the time, we find that companies are too conservative and under-report their results, especially when it comes to best practices such as mentoring and resource groups.



Frequently Asked Questions 3/4

Q. Who within my organization should complete the survey?

A. Anyone you designate internally may complete the survey, but we recommend one person, usually someone familiar with diversity management, be the primary person filling it out. The online survey is designed to be logged in by one person at a time per company. Multiple logins will overwrite each other's entries – please avoid at all costs.

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

A. No. Our survey software is web-based, and we cannot enter data for you. The survey is filled out online, but a Word document is available for internal data-gathering purposes only. The Word document is only for your convenience in gathering data. Only the entered responses online survey are counted.

Q. We have more opportunities to explain our responses. Is there a character limit?

A. No, there is no character limit for those questions in which you have the opportunity to explain further.



Frequently Asked Questions 4/4

Q. What are the most common reasons companies don't finish the survey on time?

A. Project planning to meet the March 1, 2019 deadline. There are several milestones that most companies tell us happen internally:

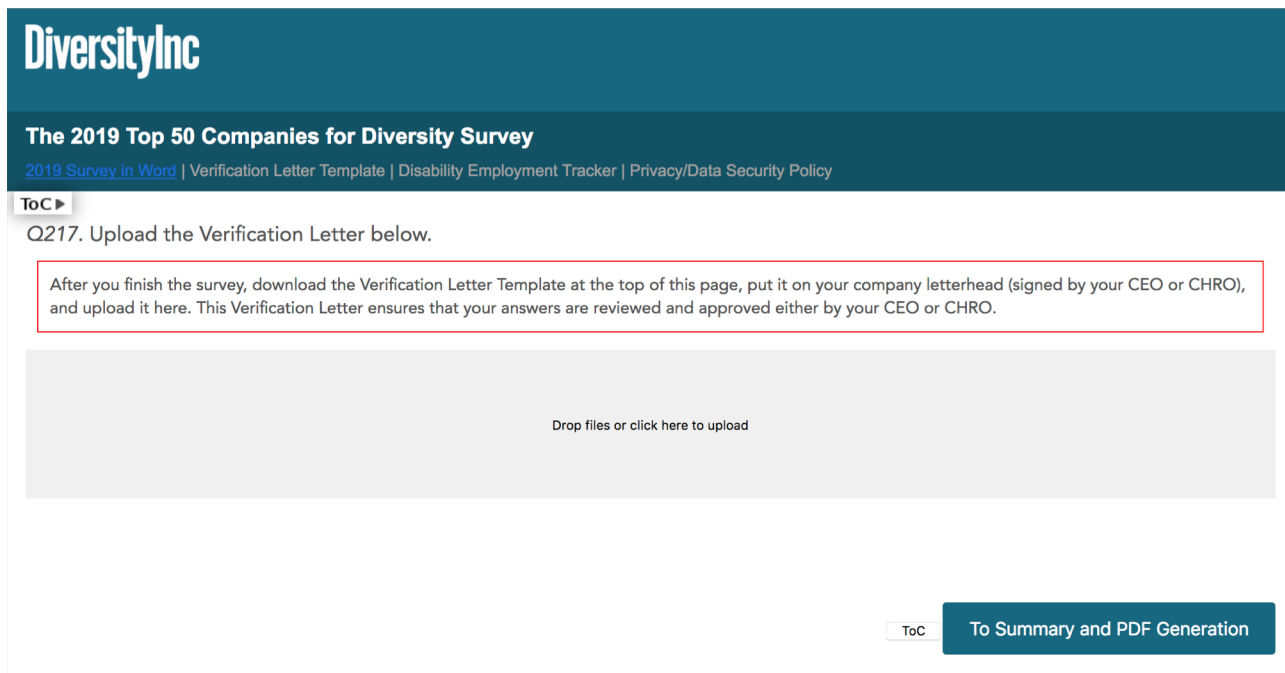
1. Kick-off emails or meetings to let departments know what is needed (September-December).
2. Data requests – sent to HR, supplier diversity, philanthropy, etc. (early January if using calendar year data).
3. Data collection completion (typically by end of January).
4. Draft Survey Completion (first two weeks of February).
5. Legal Review – should be baked into the kick-off planning to understand requirements as legal can stop the survey submission even after months of work (first two weeks of February).
6. CEO and CHRO signoff one to two weeks before the survey deadline.

Clarifications

- **Excel Template**
 - We discontinued the data upload template. You could use the previous year's template to collect the representation data but please remember you must transpose your responses to the online tool. You won't be able to upload the spreadsheet.
- **Including all employees in all U.S. Territories**
 - Please include all employees from Puerto Rico and all other U.S. territories in your workforce and management responses.
- **Q145: Do managers have an opportunity to identify high performers that don't fit all the criteria based on your company's definition?**
 - The question asks if managers have an opportunity to identify high performers as high potentials even if they don't meet all of the criteria of the company's definition of a high potential.

Advancing to the Last Page of the Survey

- The Verification Letter page (screenshot below) is the second to last page of the survey. If you click the 'To Summary and PDF Generation' button, you will advance to the last page of the survey and will not be allowed to return to the survey questions.
- Please ensure you are finished with all questions and ready to review and submit the survey before advancing to the last page.

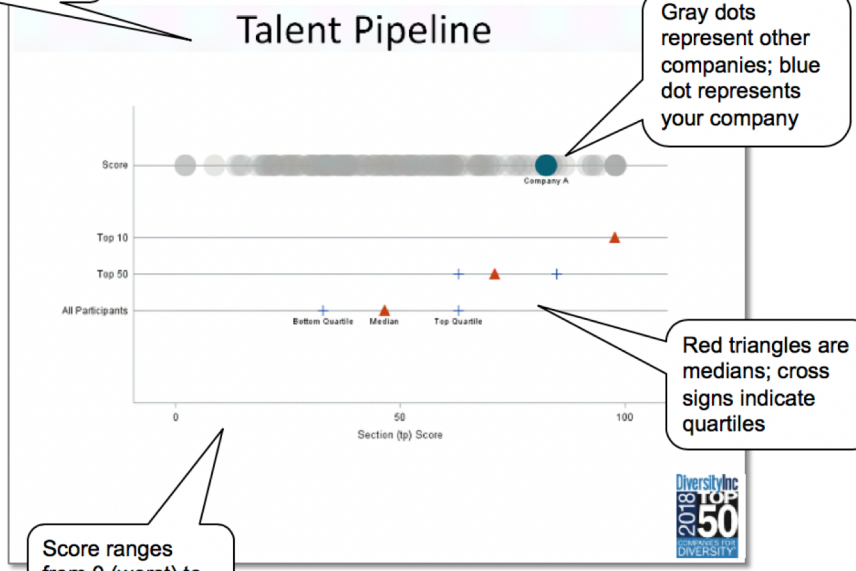


The screenshot shows the 'DiversityInc' logo at the top left. Below it is the title 'The 2019 Top 50 Companies for Diversity Survey' and a list of links: '2019 Survey in Word', 'Verification Letter Template', 'Disability Employment Tracker', and 'Privacy/Data Security Policy'. A 'ToC' button is visible. The main content area contains the question 'Q217. Upload the Verification Letter below.' followed by a red-bordered box with instructions: 'After you finish the survey, download the Verification Letter Template at the top of this page, put it on your company letterhead (signed by your CEO or CHRO), and upload it here. This Verification Letter ensures that your answers are reviewed and approved either by your CEO or CHRO.' Below this is a large grey upload area with the text 'Drop files or click here to upload'. At the bottom right, there is a 'ToC' button and a dark blue button labeled 'To Summary and PDF Generation'.



Sample Report Card

Dot graph provides a sectional summary



Gray dots represent other companies; blue dot represents your company

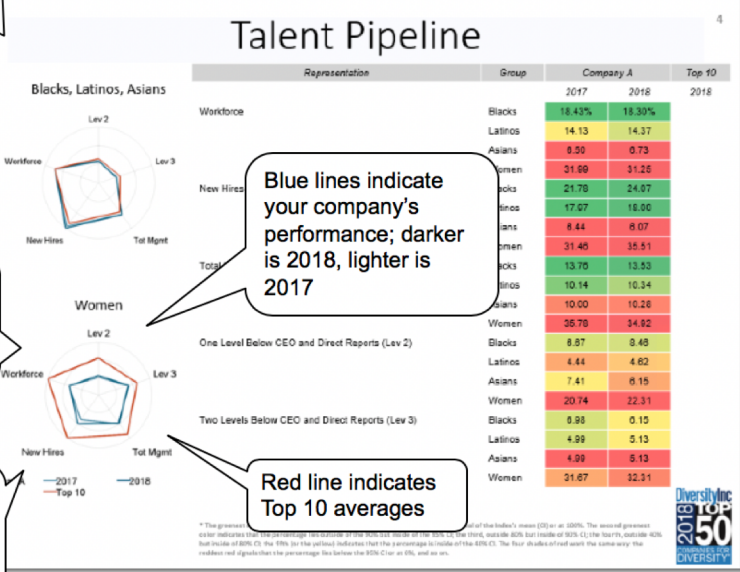
Red triangles are medians; cross signs indicate quartiles

Score ranges from 0 (worst) to 100 (best)

Radar Graphs show company's performance across multiple areas together

Farther away from the center, the better the performance

Rounder the polygon, the more balanced the performance



Blue lines indicate your company's performance; darker is 2018, lighter is 2017

Red line indicates Top 10 averages



Upcoming Top 50 Survey Webinars

- Jan. 10, 2019 | Tips, Best Practices and FAQs to Complete the Survey
- Jan. 17, 2019 | Tips, Best Practices and FAQs to Complete the Survey
- Jan. 24, 2019 | Tips, Best Practices and FAQs to Complete the Survey
- Feb. 7, 2019 | Tips, Best Practices and FAQs to Complete the Survey
- Visit https://www.diversityinc.com/st/Top_50_Survey_Prep_Webinars to register.



Q&A

You may submit your questions via the web by using the text chat box on your screen.

If you have more questions after this Web Seminar, please send them to top50@DiversityInc.com.

