

The image features the Dunnhumby logo in white lowercase letters on a dark purple background. Below the logo is a large, abstract graphic composed of overlapping circles and a curved line in shades of purple and pink. The graphic is set against a white background.

dunnhumby

A D&I Toolkit: our practical tips on launching your D&I Strategy

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1

It can start at grassroots with the passion of just one person

Your D&I journey doesn't need to come from senior leaders, it could start with anyone who has the passion and determination to drive it.



2

Start small and choose a focus area

A focused plan and clear objectives will help you take the first steps and identify the key deliverables... Rome wasn't built in a day, so we'd recommend starting in specific geographies too if resource/budget is limited.



3

Start with the data

Identify the problem to help shape your D&I strategy. Collect data using internal and external research to inform your strategy, and back-up requests for budget and/or resource.



4

Networks are key

Connect a passionate group of people across all levels of the business who can spend time working on initiatives outside of their day-to-day role.

Aim to keep the committee group size to 10 maximum, and rotate team members to welcome new joiners and fresh perspectives.



Collaborate with others – be bold

Be courageous enough to acknowledge where you may need help, or join forces with external partners for advice and share best practice!



Identify senior sponsors and allies

Gain senior sponsorship through setting-up a steering group to oversee your D&I strategy and act as a sounding board. Senior buy-in will also add gravitas to a network, particularly during launch, and will continue to help drive momentum going forward.



7

Be open to change in fostering an inclusive culture

Review policies and procedures to ensure they align with your D&I strategy. Share real-life stories to demonstrate where inclusive practices are already having a positive impact in your organisation.



8

Be clear on where you want to go and take others on the journey

Changing hearts and minds take time, every journey is different! Ensure you clearly communicate your objectives and outline milestones – be mindful of timelines and what’s achievable.

Plan a good mix of larger-scale events, and smaller group networking and personal development sessions so there’s something for everyone.



Maintaining momentum through engagement

Regular communication is key to set expectations; maintain momentum following launch and celebrate achievements to keep people up to date on progress.

You can enable this by looking back at the data to review what you've achieved and headroom to grow.



10

Look to the future; expand your focus areas

The journey is never over,
D&I is always evolving and
there are always areas for
improvement!

Rate how your company does on the following measures to obtain your D&I Health score:

1 = strongly disagree **2** = disagree
3 = neutral **4** = agree **5** = strongly agree

There are Networks catering to specific areas of D&I.

Your company utilises data sources to measure D&I.

HR fosters an inclusive culture which is open to change.

Your workplace is diverse.

You feel represented at work.

20-25: You are a D&I superstar! What's next? Look to the future and learn from others.

15-19: Map out your engagement plan and bring others on the journey.

10-14: Review the data and establish further networks to drive change.

0-10: Find passionate people, choose a focus area and start with the data.