



DIAN STRATEGY FRAMEWORK

A Community Business D&I Tool

Getting Started

April 2013

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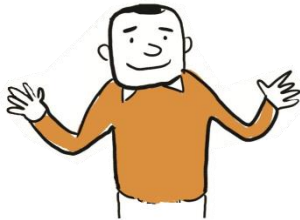


GETTING STARTED

The DIAN Strategy Framework is designed to engage key internal stakeholders in discussion on D&I - at both a regional and country level. By following a structured process it will enable you to establish a common understanding of priorities and focus areas in your country and engender a sense of joint ownership for a roadmap and plan of action moving forward. It is therefore not designed to be a mere checklist or tick box exercise conducted in isolation by an individual D&I or HR Lead.

Who's Involved

There are a number of key players who will be involved in the implementation of the DIAN Strategy Framework in your company.



Regional Lead

Coordinating the implementation of the DIAN Strategy Framework for your company across the region.

This will be someone who has responsibility for driving your D&I strategy in Asia.



Country Lead

Leading the implementation of the DIAN Strategy Framework in a particular country in Asia.

This may be a senior D&I, HR or business leader who has responsibility for advancing D&I in a particular country.



Country Review Panel

Assessing your company's current performance on D&I in a particular country and contributing to the development of a roadmap and action plans moving forward.

6 to 8 local key stakeholders who represent different parts of your business and job levels.



The Process

4-Step Regional Process

Companies looking to implement the DIAN Strategy Framework across a number of countries in the Asia region, should follow the 4 Step-Regional Process.



Step 1: Engage Key Stakeholders

- Regional Lead secures leadership support from senior management – at both the regional and country level.
- Regional Lead engages and briefs Country Leads on how to use the DIAN Strategy Framework to implement a Country Review in their countries.



Step 2: Conduct Country Reviews

- Country Leads implement individual Country Reviews in their country.
- See detailed process in [8-Step Country Review](#).



Step 3: Collate and Analyse Results

- Regional Lead collates completed templates – including Roadmap and Action Plans from individual Country Reviews and analyses results.



Step 4: Drive Regional Strategy

- Regional Lead consolidates the results to align and develop a Regional D&I strategy.



8-Step Country Review

The 4-Step Regional Process provides an overview of the entire process from a regional perspective. A Country Lead implementing the DIAN Strategy Framework in their country should follow the follow 8-Step Country Review Process



Step 1: Preparation

- Review and gain a good understanding of the Framework and the Process.
- Customise the tool to suit your organisational and market needs as necessary.



Step 2: Invitation

- Identify and invite key internal stakeholders to be part of your Country Review Panel.



Step 3: Briefing Meeting

- Conduct a Briefing Meeting with your Country Review Panel to explain the context and the process of the Country Review.



Step 4: Individual Assessment

- Instruct Country Review Panel Members to assess the company's performance on D&I by working individually to complete the DIAN Strategy Framework Assessment Templates.



Step 5: Consolidation and Planning

- Receive all the completed Assessment Templates, consolidate the data and prepare for the Group Review Meeting.





Step 6: Group Review Meeting

- Facilitate a meeting with the Country Review Panel Members to review and discuss results from Individual Assessment.



Step 7: Roadmap and Action Plan

- As part of the Meeting, work together to identify priority issues for action and develop a Roadmap with supporting Action Plans.



Step 8: Report Out and Debrief

- Report out on the key findings from your Country Review and conduct a Debrief with your Regional Lead.

To support companies implementing the process, Community Business has developed a toolkit which is available for purchase on the [Downloads](#) page. Community Business is also offering our [consultancy and facilitation services](#) for interested companies.



APPENDIX

ABOUT THE DIVERSITY & INCLUSION IN ASIA NETWORK (DIAN)

The Diversity & Inclusion in Asia Network was set up by Community Business in March 2008. It is a unique network of diversity professionals looking to drive their companies forward on their diversity journey in Asia. In 2012 DIAN comprised 37 companies including: ABB, Accenture, AECOM, American Express, Bank of America Merrill Lynch, Barclays, BNY Mellon, BHP Billiton, Bloomberg, BNY Mellon, Cisco, Commonwealth First State, Coca-Cola, Credit Suisse, Dell, Deutsche Bank, ERM, Ernst & Young, Freshfields Bruckhaus Deringer, Goldman Sachs, Google, Herbert Smith Freehills, IBM, Johnson & Johnson, JPMorgan, Linklaters, Microsoft, Moody's, Nomura, PepsiCo, Prudential, PwC, The Royal Bank of Scotland, Shell International BV, Standard Chartered Bank, StateStreet, Walt Disney Parks and Resorts and Wells Fargo. Member companies meet regularly to understand the diversity issues pertinent to the region and to share and drive best practice in Asia. For more information about DIAN, please see the Community Business website at: www.communitybusiness.org/DIAN/index.htm.

ABOUT COMMUNITY BUSINESS

Community Business is a unique membership based non-profit organisation whose mission is to lead, inspire and support businesses to improve their positive impact on people and communities. Community Business provides training, facilitation and advice to some of the world's leading companies in Corporate Social Responsibility (CSR) and its major areas of focus include: CSR strategy, corporate community investment, diversity and inclusion and work-life balance. Founded in 2003 and based in Hong Kong, Community Business currently works with a number of organisations, small, medium and large, committed to CSR. For more information, visit www.communitybusiness.org.

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For more information about the DIAN Strategy Framework, please see website at: dsf.communitybusiness.org

