



W.K.
KELLOGG
FOUNDATION®

Expanding Equity™

Advancing
Racial Equity
in Business



Core Program Overview

Transform Your Workplace into an Equitable Place of Opportunity

What

The Expanding Equity Core Program helps leaders develop and implement a racial equity, diversity and inclusion strategy for their organization

- It's a three-month, 10 module online course where learners gain actionable tools for creating a REDI strategy to help boost employee engagement, attract/retain diverse, qualified talent, improve decision-making, and more
- The curriculum includes a detailed workbook with recommended REDI initiatives that companies can put into action and resources for deepening relationships and creating a culture of belonging
- The program is fully funded by the W.K. Kellogg Foundation (WKKF) and offered at no cost.

Who

We are recruiting participants wanting to advance racial equity, diversity and inclusion in their organizations

- Expanding Equity is designed for companies at all stages of their DEI or racial equity work, who are looking for a thorough, structured, measurable and educational program
- Program attendees typically include 1 Team Leader, 1-2 accountable leaders from the business, 1-2 HR professionals, and 1 C-suite executive sponsor

How

Our cohort model sets companies up for success, supporting networking and collaboration with peers

- Working in a cohort model supports problem solving among peer organizations and facilitates networking among professionals with similar functions and priorities

Across three phases and 10 modules, learners will leave the Core Program equipped with an actionable and sustainable REDI strategy for their organization

Phase



Modules

1 Introduction	6 Set strategic objectives and aspirational goals	8 Take action and track progress
2 Prepare for your journey	7 Select initiatives to maximize impact	9 Manage stakeholders
3 Assess your starting point		10 Sustain momentum
4 Consider people, systems and culture		
5 Define a vision statement		

What you will leave with

Fact-based understanding of current REDI trends, insights and best practices	REDI strategy, complete with a prioritized list of initiatives your organization can implement	Implementation plan, including metrics and ideas for engaging stakeholders to bring your REDI strategy to life
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The W.K. Kellogg Foundation (WKKF) is committed to ensuring all children, families and communities – regardless of race or income – have opportunities to reach their full potential. In the coming years, WKKF wants to help more workplaces transform into more equitable places of opportunity.

WKKF has been on its own decades-long journey to create a more equitable workplace and lean into our 2007 commitment to being an “effective anti-racist organization that promotes racial equity.” We bring knowledge, experience, a network of relationships, and a collection of proven tools and human-centered approaches on racial equity and racial healing to share with organizations and leaders seeking to do similar transformational work.

As a private foundation, Expanding Equity puts WKKF’s capital, influence, knowledge and reputation to work in a new way. By sharing action-oriented tools, we can help advance racial equity by transforming policies and practices in the industries and systems that shape society, drive better results for companies and ultimately build equitable communities and a just economy where all children and their families can thrive.

Email ExpandingEquity@wkkf.org to learn more.

[ExpandingEquity.com](https://www.ExpandingEquity.com)