Expanding Equity®
Advancing Racial Equity in Business

What is Expanding Equity?
Expanding Equity is a transformational program that helps leaders and organizations attract, develop, retain and promote qualified and diverse talent, and create workplace cultures with a greater sense of belonging where all workers can thrive. The program is fully funded by the W.K. Kellogg Foundation and offered free of charge.

600+ leaders from 100+ companies and 10+ industries are part of the Expanding Equity network
90%+ of companies participating in the Expanding Equity Core Program have made measurable progress on their DEI strategies

What will you gain by joining?

- **A robust, field-tested framework**
- **Proven, data-driven strategies and resources** to help you create a DEI or racial equity, diversity and inclusion (REDI) strategy
- **Practical, action-oriented resources**
- **How-to guides, diagnostics, strategic planning templates and a repository of best-in-class resources** that are timely, relevant and impactful
- **Skill and capability building**
- **Team-based activities and tools** to help you and your colleagues grow your DEI and REDI capabilities
- **Peer-to-peer learning and networking**
- **Access to a growing network of like-minded practitioners** across industries and opportunities to network and collaborate

What are participants saying about Expanding Equity?

“The Core Program gave us exposure to new thinking, peer exchange and most importantly, helped us shape the change we want to see for us and society”
- **Consumer Goods participant**

90%+ of participants agreed that Expanding Equity offerings were a great use of time
92% of participants reported having acquired new knowledge and skills
80% of member organizations continue to engage with the Expanding Equity network beyond the Core Program
Our offerings:

**Core Program**
A three month, 10-module, cohort-based online learning course that supports leaders in planning, creating and implementing an actionable racial equity, diversity and inclusion (REDI) strategy

*Apply for our next cohort on ExpandingEquity.com*

**Topical Courses**
On-demand, self-paced courses on specific REDI topics (e.g., Skills-Based Hiring, Inclusion and Belonging, Responsible Contracting) open to all interested learners with no application required

*Enroll in our topical courses through ExpandingEquity.com*

**Live Learning Series**
A virtual speaker series on the latest REDI trends, providing space for attendees to convene, talk to experts and learn

*Sign up for our email list to be notified of upcoming events and how to register*

**Publications and Resources**
Tools, guidebooks, reports and case studies to help your leaders and organizations implement your REDI strategies, curated and published by Expanding Equity

*Visit the Resources section on ExpandingEquity.com and sign up for the email list to be notified of new publications*

Scan the QR Code to visit ExpandingEquity.com to learn more about Expanding Equity’s offerings, sign up for the email list and register for an upcoming info session.

Email ExpandingEquity@wkkf.org with any questions you may have
Additional detail on the Core Program:
Learning objectives by module

**Preparation**

**Module 1: Introduction** – Review the Core Program curriculum and key resources

**Module 2: Prepare for your journey** – Define key terms, examine the business case for racial equity and explore the key drivers and action areas for transformational change

**Module 3: Assess your starting point** – Evaluate your organization’s current starting point for diversity and inclusion and potential for individual bias

**Module 4: Consider your people, systems and culture** – Consider the concepts of people work and systems work and how they relate to racial equity, diversity and inclusion (REDI) strategy

**Module 5: Define a vision statement** – Explore the REDI Strategy Map and draft your organization’s racial equity, diversity and inclusion Vision Statement

*What you will leave with:* Fact-based understanding of current REDI trends, insights and best practices

**Strategy Building**

**Module 6: Set strategic objectives and aspirational goals** – Examine the four pillars of REDI strategy and draft your organization’s impact aspirations

**Module 7: Select initiatives to maximize impact** – Review best practice initiative examples and select your organization’s initiatives and metrics

*What you will leave with:* A REDI strategy, complete with a prioritized list of initiatives your organization can implement

**Preparing for Implementation**

**Module 8: Take action and track progress** – Prioritize your organization’s selected initiatives and design an initiative pilot

**Module 9: Manage Stakeholders** – Learn about the four stakeholder types, map internal stakeholders and create an engagement plan

**Module 10: Sustain Momentum** – Identify key actions and infrastructure to address potential obstacles and continue progress toward your REDI goals

*What you will leave with:* An implementation plan, including metrics and ideas for engaging stakeholders to bring your REDI strategy to life

Scan the QR Code to visit our FAQ page and learn more about how to join our next Core Program cohort