# 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**

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## Expanding Equity offerings are 100% free

## 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**

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## 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**

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