

6. Measuring Diversity/Key Performance Indicators

Source: Minutes of the meeting "The measure of diversity", December 12th 2007		
Main steps of the process	DO's	DONT's
Prerequisites/ Context	<ul style="list-style-type: none"> Do adapt to the country laws Do inscribe the measure of diversity into the management system 	<ul style="list-style-type: none">
Define the objectives	<ul style="list-style-type: none"> Do report to improve further actions 	<ul style="list-style-type: none"> Don't change your objectives and your traceability Don't report on your results only
Define the targets	<ul style="list-style-type: none"> Do report on a corporate and a local basis 	<ul style="list-style-type: none">
Design the content	<ul style="list-style-type: none"> Do choose quantitative (when possible) and qualitative indicators (actions taken, training, networking, signing an agreement...) Do create indicators that you can easily transfer/ share Do base the core of your indicators on a common benchmark (women, age, nationality) Do segment reporting by level/ status/ band/ step 	<ul style="list-style-type: none">
Choose the tools/means	<ul style="list-style-type: none"> Do involve managers into the measurement and reporting processes Do link measurement and reporting to bonuses and variable pay 	<ul style="list-style-type: none"> Don't hide the results of the diversity policy to privileged populations Don't use only figures but also opinion and external surveys
Communication	<ul style="list-style-type: none"> Do use transparency in your communication (in the reports, feedback on a ground level, regular figures to show evolution...) Do communicate through readable, understandable, educational facts and figures Do comment and explain figures Do synthesize/ target information according to the audience 	<ul style="list-style-type: none">
Relationship with stakeholders	<ul style="list-style-type: none"> Do work in partnership with an external structure to ensure credibility and neutrality 	<ul style="list-style-type: none"> Don't go beyond the law (or else, do it in partnership with an external consultant)