The Diversity, Equity, & Inclusion Toolkit
Which Comes First: Diversity or Inclusion?
When setting **SMART** goals, where should you begin?

**Remember:**

Inclusion is what makes Diversity work.
Despite your best intentions to recruit and welcome diverse talent, you may see your investment in talent recruitment, onboarding, and development walk out the door.
But one thing is certain: You likely have a more diverse team of people and talent pool than you know, and the ultimate goal is to unlock the full potential of that diverse talent.
Consider setting **SMART** goals for each of the following to create a well-rounded and balanced approach to support both diversity and inclusion:

- **Inclusive Culture**
- Talent **Recruitment**
- Talent **Development**
- Talent **Retention**
Measure What Matters
• Most of all, **measure what matters** to your company.

• What matters is what aligns directly with **your vision** of how a diverse and inclusive culture will **support your talent goals** and **business performance**.

• **Prioritize your goals** in such a way that prevents distraction by chasing too many inconsequential goals.
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