



## **CULTIVATING INCLUSION: CRAFTING YOUR DIVERSITY MISSION, VISION, AND VALUES STATEMENTS**



## **Introduction:**

In 2006, Simon Sinek unfolded a paradigm-shifting perspective in his TED Talk on the Golden Circle, urging the world to delve into the profound question of 'why.' Fast forward to today, and the significance of this insight echoes louder than ever, especially when navigating the intricate terrain of Diversity, Equity, Inclusion, Justice, and Belonging (DEIJB) initiatives within organizations.

This guide emerges as a beacon, seamlessly intertwining Sinek's transformative principles with the realm of diversity and inclusion. It invites organizational leaders and change-makers to embark on a purposeful journey, adapting the Golden Circle concept to shape mission, vision, and values statements that breathe life into their commitment to DEIJB. Together, let us explore the profound impact of understanding 'why' and navigate the intricate path toward authentic and enduring diversity excellence.

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## **Diversity Mission Statement:**

Now armed with insights from the Golden Circle, let's connect it to our organization's diversity efforts. Your diversity mission statement is more than a mere declaration; it's a purpose, a reason, and a mission. It should be actionable, reflecting your commitment to building an inclusive, varied ecosystem. When developing a diversity mission statement, ask essential questions:

What is your purpose?

Why does DEIJB exist in your organization?

What does DEIJB mean to your organization?

What is your commitment to DEIJB?

Why does DEIJB matter to your organization?

Diversity statements don't have to focus solely on diversity; they can emphasize inclusion, equity, belonging, or justice.

Diversity Mission Statement Examples:

Explore examples from top companies worldwide [[Link to 50+ DEI Mission Statement Examples - Senior Executive](#)].

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## **Diversity Vision Statement:**

Unlike the mission statement, a diversity vision statement doesn't exclusively focus on diversity. It looks forward, presenting an image of the ideal state the organization aspires to achieve. When crafting a diversity vision statement, consider:

Where are you headed?

What will your organization look like in 10 years?

What are your future goals?

Examples from industry leaders like Amazon, Starbucks, and Tesla exemplify the power of forward-thinking diversity visions.

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## **Diversity Values:**

In addition to mission and vision, adopting organizational values is crucial for establishing an inclusive culture. Values are short, actionable phrases that motivate and guide behaviors. When developing values, consider:

What are the ideal behaviors or mindsets your members should exhibit?

What sets your organization apart?

What is the ideal culture of your organization?

Explore values examples from top companies like United Airlines and LinkedIn.

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## **Conclusion:**

Crafting a diversity mission and vision, aligned with the Golden Circle, lays the foundation for an inclusive organizational culture. By understanding 'why,' organizations can authentically commit to DEIJB, driving meaningful change. This guide serves as a roadmap for organizations dedicated to expressing and living their commitment to diversity and inclusion.