



Career Services
UNIVERSITY of PENNSYLVANIA

**MORE THAN
WORDS:**

**Assessing a Company's
Commitment to
Diversity
Part II**



This Resource

This slide guide is formulated to provide practical advice to assess a company's commitment to diversity.

We encourage students to use this guide as a starting point in seeking further resources to assist their analysis.

This resource will help you analyze...

WHAT A COMPANY DOES

How does the company hold itself accountable for meeting diversity and inclusion goals? How do hiring practices, promotion and training reflect the company's commitment to diversity?

The old adage is correct, actions speak louder than words. This guide highlights questions regarding best practices in the following areas:

- Recruitment
- Retention
- Advancement
- Training
- Support

WHAT THEY DO

Questions to ask regarding a company's best practices in the following areas:

RECRUITMENT

TRANSPARENCY:

- Examine the language of the job description for exclusive language.
- Is salary information transparent?

HIRING:

- Is the company connected to specialized professional organizations for people of color?
- Is the interviewing team diverse?

RETENTION

ONBOARDING:

- What are the company's onboarding procedures?
- Are trainings on inclusion suggested or mandatory? Are inclusion trainings valued equally with administrative trainings?

TRAINING:

- Does the company practice cultural awareness? Is the company stagnant or constantly seeking to learn and grow?

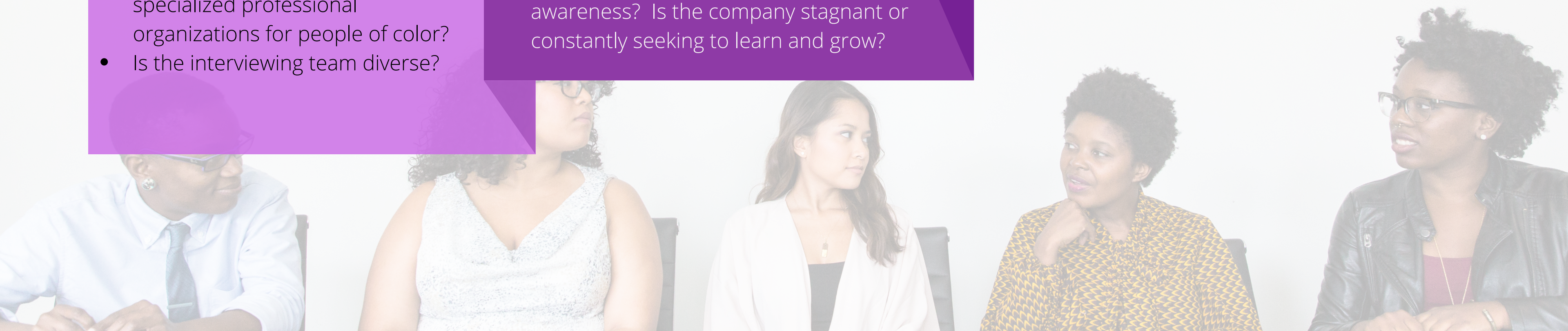
ADVANCEMENT

PROFESSIONAL DEVELOPMENT:

- Does the company offer a robust HR department with opportunities for leadership and professional development?
- Is financial support available for conferences or workshop attendance?

SUPPORT:

- Are professional support groups for people of color available in the company?



WHAT THEY DO...

accountability, noun.

the quality of being accountable; liability to account for and answer for one's conduct, performance of duties, etc.*

These questions help to gauge a company's accountability efforts:

- Are diversity goals and outcomes actively reported in annual reports or shareholder meetings?
- Is there a systematic approach to sharing knowledge about various diversity issues and tensions that may occur in the workplace?
- Does the company acknowledge and openly address shortcomings regarding diversity issues and metrics?



WHAT THEY DO...

Curious about the potential for career growth?

Look for indicators in these three key areas:

MOVEMENT

How quickly does promotion occur across different demographics? Check titles and levels within the company to understand the diversity of the leadership at various levels.

EXPOSURE

Given the company's culture, does a diverse talent pool have access to projects that provide exposure to working directly with those in positions of leadership?

SPONSORS

Mentors, supervisors, colleagues and collaborators can play a role in supporting your ideas and participation on projects. Speak with current employees to find out how the company and employees have cultivated a culture of support both formally and informally.

Diversity, Inc. Top 50 Companies in 2019

- | | | | |
|---------------------------|--------------------------------|--------------------------------|---------------------------------------|
| 1. AT&T | 16. Nielsen | 31. Sanofi | 46. U.S. Bank |
| 2. Marriott International | 17. Northrop Grumman | 32. The Boeing Company | 47. United Continental Holdings, Inc. |
| 3. ADP | 18. Toyota Motor North America | 33. Southern Company | 48. BBVA |
| 4. Hilton | 19. TD Bank | 34. Walmart | 49. Tata Consultancy Services |
| 5. Eli Lilly and Company | 20. The Walt Disney Company | 35. Medtronic | 50. Intel Corporation |
| 6. Comcast NBCUniversal | 21. The Kellogg Company | 36. KeyBank | |
| 7. Accenture | 22. Procter & Gamble | 37. Dow | |
| 8. Mastercard | 23. General Motors | 38. JCPenney | |
| 9. KPMG | 24. Exelon Corporation | 39. AIG | |
| 10. Abbott | 25. The Hershey Company | 40. HSBC | |
| 11. Cox Communications | 26. AbbVie | 41. McCormick & Company | |
| 12. BASF | 27. CVS Health | 42. Humana | |
| 13. Wells Fargo | 28. Colgate-Palmolive | 43. Allstate Insurance Company | |
| 14. Target | 29. Aramark | 44. Express Scripts | |
| 15. TIAA | 30. Randstad | 45. HP Inc. | |

WHERE TO FIND FURTHER INFORMATION

Search the Company's Data Online

- Human Resources webpage(s)
- Annual Diversity Reports
- "About Us" and Leadership website sections

Online Diversity Lists

Special Note: For each list, we suggest reading the methodology utilized for assessing and comparing each company's performance.

- [Diversity Inc Top 50 Companies for Diversity](#)
- [Fortune: Best Workplaces for Diversity](#)
- [Forbes: America's Best Employers for Diversity](#)