

GUIDE TO

# INCLUSION, DIVERSITY, EQUITY AND ACCESS



**Inaugural Toolkit**

Prepared by the IDEA Council  
July 2021

## INTRODUCTION

# Committing to Inclusion, Diversity, Equity and Access (IDEA)

This first edition of the [IDEA Council's](#) Guide to Inclusion, Diversity, Equity and Access offers up a bird's eye view for insights professionals and business leaders for how to create inclusive, diverse and equitable organizations and insights.

The 'double pandemic' in 2020 – COVID-19 and the wave of racial reckoning – has forced the insights industry to dig deep and take responsibility for how systems of oppression show up in our workplaces and spaces – e.g., racism, sexism, ableism, ageism, heterosexism, elitism/classism and educationism.

Prior to 2020, how many organizations were truly inclusive? Now, that a year has passed, how many organizations remain committed to IDEA work? Inclusion, diversity, equity and access is the right thing to do. It is also fundamental to corporate bottom lines, whether client-side or supplier-side. According to [McKinsey's 2020 D&I](#) report, top-quartile companies - with gender or ethnic diversity - outperformed those in the bottom quartile by +25 percent (gender) and +36 percent (ethnic) in profitability.

The IDEA Council believes that this work is a continuous process from all sides – the Profession (how we think about talent and workplaces) and Research (how we think about research approaches and the communities we engage with) – and not one point-in-time. We have created this toolkit to help you step into the process or continue to move through it.

Stay Committed.



# The IDEA Council has spent nearly a year doing the work. Here is a framework to help you stay committed to IDEA work...

**I** **Identify your IDEA baseline with honesty.** A helpful framework is [Equitas' The Equity Navigator™](#)

**D** **Develop SMART goals for IDEA and commit to take action.** Know that this is not a 'sprint' but a [change management 'journey.'](#) Need inspiration? Check out [these](#) great examples

**E** **Excavate for both Profession and Research and commit to: a) creating an inclusive organization** (Profession - how we think about talent and workplaces), **b) creating inclusive insights** (Research - how we think about research approaches and the communities we engage with). Next page provides additional resources

**A** **Activate at all levels of the organization.** Create a culture of [accountability](#) and [transparency](#). Dedicate resources to solving for IDEA within your organization and measure progress

# Please find here a growing list of inspirational resources for Profession and Research...

## Profession Inspiration

[AAF's The APEX Multicultural Speakers Bureau](#)  
[ACLU Disability Rights](#)  
[ACLU Religious Freedom](#)  
[Amplify Voices Podcast](#)  
[Belonging by Dawn Christian](#)  
[Belonging](#)  
[Black DEI Consultancy Directory](#)  
[Compassionate Antiracism](#)  
[Coqual](#)  
[Diversity Best Practices](#)  
[Diversity Inc.](#)  
[Equitas Insights](#)  
[Harvard Business Review's Diversity](#)  
[HBCU First](#)  
[Human Rights Campaign](#)  
[INROADS](#)  
[Kanarys](#)  
[LGBTQIA Resource Center Glossary](#)  
[LGBTQIA Resource Center: A Guide to Pronouns](#)  
[Marshall Plan for Moms](#)  
[McKinsey Race in the Workplace](#)  
[MLT Black Equity at Work](#)  
[Multicultural Marketing Resources, Inc.](#)  
[TIME'S UP Now](#)  
[US News Campus Ethnic Diversity Index](#)  
[We Are Next](#)

## Research Inspiration

[A11 Project](#)  
[APA on Gender](#)  
[Black Futures Lab:Black Census Project](#)  
[Brookings](#)  
[C+R Research](#)  
[Collage Group](#)  
[Critical Axis](#)  
[Ebony Marketing Systems](#)  
[Ipsos Brands Commitment to Social Justice](#)  
[Ipsos LGBTQ+ Pride global survey](#)  
[Pepper Miller](#)  
[Pew Research](#)  
[Pilot.ly](#)  
[Relevant Insights](#)  
[Santiago Solutions Group](#)  
[SeeHer](#)  
[UGA Selig Center: The Multicultural Economic Report](#)  
[The Plug](#)  
[ThinkNow Research](#)  
[US Census: Race and Ethnicity Analysis Report \(2015\)](#)  
[Williams Institute, Sexual Orientation](#)  
[Williams Institute, Transgender and Gender Minority Identity](#)


**Just as it is a *journey* for you, it is also a journey for the IDEA Council. We are committed to vetting and developing these resources as we continue to grow and learn in the IDEA space.**

Please feel free to share in return your IDEA inspiration, too, by emailing us at [IDEACouncil@insightsassociation.org](mailto:IDEACouncil@insightsassociation.org)

### You can also stay close to us the following ways:

Join [Insights Association](#) and start a conversation in our Engage Community (Members Only)

Get involved with an Insights Association [local chapter](#)

 Join the [Insights Association LinkedIn Group](#) & follow the [IDEA Council page](#) to participate in our Dear IDEA conversations and more

 Twitter: [@InsightsMRX](#)

 Instagram: [@insightsassociation](#)

 Facebook: [Insights Association](#)

### Other Associations + Organizations to Follow:

[3AF \(Asian American Advertising Federation\)](#)

[600 & Rising](#)

[AdColor](#)

[AIMM](#)

[Colour in Research \(CoRE\)](#)

[Hexagon UX](#)

[Hispanic Marketing Council](#)

[Insights in Color](#)

[National Association for Multi-Ethnicity in Communications \(NAMIC\)](#)

[QRCA DE&I Task Force](#)

[The 3% Movement](#)

[The Multicultural Insights Collective](#)

[We Are Next](#)

[Women in Research \(WIRe\)](#)

[She Runs It](#)

### Upcoming Insights Association IDEA Council 2021/2022 Projects:

Survey Lexicon

Dear IDEA Podcast

Blue Book DEI Search Functions

Fellowship Program

HBCU Partnerships

If you are interested in donating to our IDEA Council scholarship fund, sponsoring future events, or volunteering on specific IDEA Council projects, then please email us at [IDEACouncil@insightsassociation.org](mailto:IDEACouncil@insightsassociation.org)