



Preparing for DEI Work Reflection Guide

This can be an individual, team or all-staff activity. To make it a team or all-staff activity, have colleagues read the primer and reflect on the following questions. Bring staff together to discuss their thoughts.

Self-Reflection Questions

- The primer says, “There is no prescribed checklist for DEI work.” What does that mean to you?
- Does talking about DEI make you uncomfortable? Why?
- What self-work do you have to do? Where have you grown? What challenges you?
- DEI work is challenging, and some people or organizations revert to old practices because it’s easier to stick to the status quo. How will you live in the discomfort?
- How can you be a visible champion of DEI? Where do you struggle?

Chamber-Focused Questions

- Who makes up our community? Who is thriving, and who is falling behind? How can we build the most vibrant, growing economy if certain people are left out? What can the chamber do to ensure that everyone prospers?
- Does our membership, staff and board reflect our community? What reputation do we have as an organization with diverse stakeholders across our region? Are we seen as good partners?
- How might a person’s identity impact the experience they have with our chamber staff or at a chamber event?
- Would they feel valued, and would the chamber be open to their ideas? Are there places where we have prioritized bringing in diverse staff, board members or business members, but we haven’t thought about whether we have created an environment that ensures that they can contribute?
- Where would it be helpful to have more diverse perspectives at the table when we are working on our next major chamber initiative? Where would a more inclusive environment help strengthen our work? Where are there disparities in outcomes in our community that the chamber can play a role in addressing?
- How might we measure the impact of our work? What data do we already have access to? What would we like to collect? What would success look like?
- Who at our chamber needs to be the verbal and visible champions of this work? What training and skills will this require?
- Is this a good conversation for our full board, or should our executive committee or another committee of the board be the first to discuss? Should we bring other external partners to the table for this discussion, or would that be detrimental to the transparency and honesty of our conversations?
- Who are our champions for this work? Who has previously expressed an interest in inclusive growth for our community? Who has expressed challenges in finding talent from traditional sources? Who thinks that we are moving too fast in this work, and who thinks we are not moving fast enough?
- With whom have we worked closely in the past to improve outcomes? Who is currently working on issues of economic mobility in our community, and what are their goals and objectives? With whom do we have existing relationships, and where do we need to invest time in building relationships?