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HRO TODAY
EDUCATION AND EVENTS 

2023 Inclusion Summit

September 6-7, 2023 | The Westin Alexandria Old Town – Alexandria, VA

Impact Over Intent: Strategies to Really Move the DEI Needle

The urgency for advancing diversity, equity and inclusion has never been greater: the workforce of the future is more diverse than ever, and newer generations are heavily prioritizing company values in their employment decisions.

In 2023, employers are increasingly expected to have DEI related policies and to actively tackle inequity in the workplace, through pay, benefits, health provisions and other channels. These expectations are not only coming from employees but also from a wide range of stakeholders, including regulators, investors, customers, suppliers and the media.

DEI initiatives can not only help to welcome a more diverse group of people into the organization, but they can also solve tokenism and as a result, offer many new perspectives. Organizations that get DEI right will benefit from a great culture and increased innovation. They will also enhance their reputations and gain an advantage in the growing war for talent. Those that fail to promote these principles will see their reputations and relevance diminished.

The business case for equity, diversity, and inclusion is strong and growing stronger, and while companies and institutions have demonstrated positive intent and increased discussion and activity, data shows that progress is slow. Greater clarity on what works, and what does not, can help leaders effectively create sustainable change.

HRO Today's 11th Annual Inclusion Summit & Award Show will share success factors common across the DEI initiatives that yielded the most significant, scalable, quantifiable, and sustained impact. We will also celebrate inspiring DEI programs and practitioners that have made meaningful contributions to their organizations and the overall practice of D&I.



Session topics include:

- The intersections of D&I and ESG
- Sustaining stakeholder engagement in D&I Initiatives
- Developing inclusive leaders
- Innovative D&I training
- Creating a culture of inclusion and belonging
- Launching and revamping ERG's
- Attracting diverse talent
- Measuring the ROI of D&I
- Leveraging DEI data & analytics





Fenimore Fisher

Vice President Diversity, Equity and Inclusion
Aramark



Kevin Bradley

Vice President Diversity, Inclusion & Community
HUB International



Marisa Afzali

Diversity, Equity & Inclusion Director
Progressive Insurance



Michael Thorne-Begland

Chief Inclusion, Diversity & Equity Officer
Altria Group



Elena Richards

Chief Diversity & Inclusion Officer
KPMG



Jessie Spellman

Director of Diversity, Equity and Inclusion
Walmart



Tonya Parker

Chief Diversity Officer
Wesleyan College



Rosa Colon-Kolacko

Chief Diversity, Equity and Inclusion Officer
Tufts Medicine



Pearl Alexander

Executive Director Diversity, Inclusion and Engagement
Georgia Tech



Yolanda Friend

Managing Director North America Inclusion & Diversity
Accenture



Main Conference Day One | September 6, 2023

8:30 am Opening Keynote: DEI Sustainable Practices

Speaker: Fenimore Fisher, Vice President Diversity, Equity and Inclusion, Aramark

For many years DEI practitioners have focused on getting insights on 'What are best practices?' and 'What are next practices?' This session will focus on sustainable DEI strategies and metrics that can survive across transitions within an organization.

Learning Objectives:

- Discuss relevant workforce metrics
- Understand governance models for Executive Diversity Councils and for Board oversight
- Identify ways to engage with ERGs
- Learn how to strengthen business alignment and growth objectives

**DiversityInc 2022 Top 50 Companies for Diversity*

9:15 am Thought Leadership by



10:00 am Break



Main Conference Day One | September 6, 2023

10:30 am A Systems-Based DEI Strategy to Transform Culture and Deliver Equitable Experiences

Speaker: Rosa Colon-Kolacko, Chief Diversity, Equity and Inclusion Officer, Tufts Medicine

Tufts Medicine health system was created to provide Massachusetts hospitals and physicians with a new option for collaboration – bringing together the strengths of academic medicine and community care in a model that respects both equally. With 13,000 employees, 2,000 Physicians, and 300,000 lives in valued based contracts, our mission is to empower people to live their best lives by reimagining healthcare, advancing knowledge, pioneering discovery. Our vision is to “create the most equitable and frictionless care experiences in the world” and deliver more advanced care in local communities and partner with communities to eliminate health disparities. The executive team realized that a key foundation to deliver this vision is to develop a full ‘systemness’ strategy focusing on behaviors, a commitment to servant leadership, embedding DEI processes, practices, for the workforce to represent the community we serve, addressing anti-racism to build an inclusive culture to foster belonging, and enabling teams to do their best work.

Please join me to learn:

- Our journey to define a unique DEI strategy to address the intersectionality of academia, culturally competent care delivery, transformation, and health equity
- Emerging governance structures, the Center for Diversity, Equity, and Inclusion (CDEI), to simplify execution
- Provide evidenced based programs and tools to provide clarity of behaviors and expectations to become an inclusive leader
- Introduce a DEI Academy providing action learning experiences enabled by social learning to equip colleagues and health providers with skills to demonstrate behaviors to transform culture, and knowledge to achieve equity.

11:15 am Thought Leadership by



12:00 pm Lunch



Main Conference Day One | September 6, 2023

1:00 pm Presentation by Marisa Afzali, Diversity, Equity & Inclusion Director, Progressive Insurance

**#1 America's Best Employers for Diversity by Forbes*

1:45 pm Advancing Daring and Inclusive Leadership

Speaker: Pearl Alexander, Executive Director Diversity, Inclusion and Engagement, Georgia Tech

Given the current realities leaders are facing: having vacancies outnumber skilled workers, a 'quit rate' that is the highest it has ever been in the history of the US, social unrest continuing at an all-time high and people experiencing elevated levels of burnout; the importance of being more relational and intentional to cultivate inclusive and engaging workplace cultures is more crucial than ever. This session will identify new ways of leading that will support retaining a diversity of talented professionals. Learn how establishing courageous leadership can aid your organization in:

- Transforming organizational leadership culture
- Leveraging career development to retain and grow talent
- Fostering inclusion and belonging

2:30 pm Break



Main Conference Day One | September 6, 2023

3:00 pm Measuring Progress towards the ROI of Diversity, Equity and Inclusion

Speaker: *Elena Richards, Chief Diversity & Inclusion Officer, KPMG*

DEI is a business imperative, organizations that invest in diversity, equity and inclusion have increased profitability, innovation, stronger reputations and more access to talent. Measuring progress has continued to be a driver of change with DEI strategies. There is value in tracking the same metrics over time, but organizations should also consider whether it is necessary to evolve what they measure to include new learnings and current challenges into consideration. Additionally, to get a view of how issues are affecting underrepresented talent on a day-to-day basis, measure more often than yearly, and maybe consider monthly. Ultimately, these insights will help inform opportunities to create better experiences for underrepresented talent at the organization, further driving the DEI strategy on a micro-level.

Learning Objectives

- Explain the business case for diversity and provide examples of why data, transparency and accountability are critical facets in driving an organization's DEI strategy
- Discuss current trends and best practices for reporting
- Identify metrics and measures used to track ROI of diversity and how to determine potential areas of weakness in your reporting strategy

**DiversityInc 2022 Top 50 Companies for Diversity*

3:45 pm Presentation by Michael Thorne-Begland, Chief Inclusion, Diversity & Equity Officer, Altria Group

4:30 pm Conference Day 1 Sessions Conclude



Main Conference Day Two | September 7, 2023

8:30 am Opening Keynote: Creating a Culture of Inclusion and Belonging

Speaker: Yolanda Friend, Managing Director North America Inclusion & Diversity, Accenture

Today's labor market is in a state of flux - but that's nothing new. The world around us is constantly shifting, impacting lives both in and out of the workplace. What is new – is that people are rethinking their relationship with work and key strategies for retaining talent. 96% of culture and experience leaders say addressing skills shortages and retaining talent are their biggest priorities in the next 12 months. To compete companies must create an environment where people can thrive, experiences are personalized, and leaders at all levels are held accountable. This session will focus a talent framework for building bold leadership and comprehensive action, thus creating an empowering environment that holds leaders accountable for measuring and progressing inclusion, while accelerating equality for all.

Key Takeaways

- Learn about key strategies to creating inclusive, equitable culture
- Drive accountability with your leaders for success and share in the responsibility with all
- How to engage a culture of shared responsibility for accelerating equality for all

**DiversityInc 2022 Top 50 Companies for Diversity*

9:15 am Thought Leadership by



10:00 am Break



Main Conference Day Two | September 7, 2023

10:30 am From Performative to Transformative - How Data Analytics and Insights Tied to the Bottom Line Can Transform your DEI Strategies

Speaker: **Jessie Spellman, Director of Diversity, Equity and Inclusion, Walmart**

Now more than ever, corporate diversity, equity and inclusion efforts are under a microscope, and companies are taking notice of that mounting pressure. But, when it comes to measuring diversity, equity, and inclusion, finding the right numbers can be challenging. In this presentation, our speaker will walk us through some examples of effective DEI reporting and insights and leverage the Good Job Institute's free tools to tie people investments to improvements in P&L.

Participants will learn:

- How to use data to address "broken rungs" throughout the employee journey
- How to demonstrate people investments are key drivers of revenue uplift, cost mitigation, and labor productivity gains
- How to drive accountability through data

**DiversityInc 2022 Top 50 Companies for Diversity*

11:15 am Thought Leadership by Event Partner

12:00 pm



Main Conference Day Two | September 7, 2023

1:30 pm Engaged Stakeholders Are Critical to Successful DEI Strategies

Speaker: Kevin Bradley, Vice President Diversity, Inclusion & Community, HUB International

Too often DEI professionals are single-threaded, individual contributor departments and are expected to create and oversee DEI strategies, often from scratch, and with little or no support. In other scenarios, DEI initiatives are created as a reaction to external events, viewed as the “right thing to do”, and is not aligned with the goals of the business. This session will focus on how creating DEI strategies need to be developed with the business in mind and with the engagement of business leaders and stakeholders. The DEI leader needs to be considered a business leader and have not just the ear of leadership, but their engagement and involvement in order to be sustainable and successful.

Learning Objectives

- How ERGs create a culture of engagement and belonging
- How to integrate ERGs within your company culture
- How to establish a structure for your ERGs
- Best practices for ERG success

2:15 pm Closing Keynote: The Road of Progress - From DEI Programs to More Equitable Processes and Practices

Speakers: Tonya Parker, Chief Diversity Officer, Wesleyan College

There isn't a straight path from point A to point B in DEI work and trainings that is the same for all organizations and institutions, but there are ideal components to include in the process, no matter the industry. Programs are not enough to bring about effective, desired change. Using a 5-year journey to illustrate progress at her respective institution, Tonya Parker, Chief Diversity Officer of Wesleyan College (GA), will share practical DEI steps and strategies that are paving the way to more equitable processes and practices to bring about needed and necessary change.

Learning Objectives:

- Identify essential components in DEI work and trainings to achieve “true” inclusion and real transformation
- Explore creative ways to address gaps and unwillingness in DEI progress
- Learn about “CARE” as a resource and tool for creating change and holding accountability

3:00 pm Conference and Day 2 Sessions Conclude



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