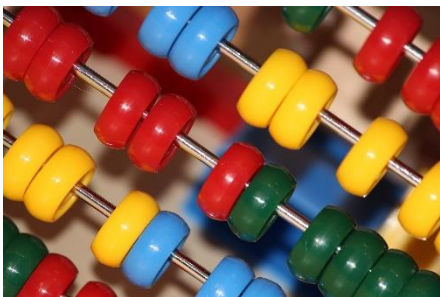


The Power of SDIA Data



“In many spheres of human endeavor, from science to business to education to economic policy, good decisions depend on good measurement.”

Ben Bernanke



How Data Helps Diversity and Inclusion (D&I) Professionals

Studies show that companies with more racial/gender diversity have more sales revenue, more customers and greater profits. Research tells us that organizations with more female executives are more profitable. It’s been proven that teams exhibiting a wider range of educational and work backgrounds produce more innovative products. This is data we can believe in.

D&I Professionals can trust the data provided by the only validated self-assessment which measures both the Organization and Individuals: The **Spectra Diversity Inclusion Assessment™ (SDIA)**. With the SDIA, D&I Professionals internal and external to organizations can focus their solutions with insightful data that shows the value of diversity and inclusion to their clients, organizations and employees.

Case Study: *A Spectra Diversity Change Partner was set to deliver what her client had asked for: diversity and inclusion training focused on race. After implementing the SDIA she discovered that the key issue at her client's company was not race-related but was focused on generational differences...a discovery she could use to help refocus the organization's culture-change efforts.*

If You Measure It, It Will Improve

Research suggests that self-assessments contribute to higher achievement and improved outcomes. The simple fact is that when you implement tools such as the SDIA, you are making an impact on improving organizational culture—leading the way to overall organizational and individual growth.

The Data Revealed by the SDIA: Understanding v. Judgement

The data delivered in the standard Organization Report shows more than the average of the responses. For each statement, the SDIA report includes the following:

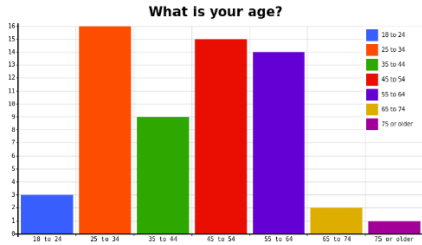
- The "mean" is the average. We typically suggest looking into items that have an average of 3.4 or below. Depending on your results, you may need to increase or decrease your midway point.
- The "mode" is the value that occurs most often and is indicated with the darkest green.
- The "range" shows how many people selected each response. The range is also color coded so you can easily work with internal partners or clients to see the difference between the largest and smallest values.

Statement: Management shows that diversity is important through their actions.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Rating Average	Number of Responses
14	47	61	25	9	3.2	156



What the SDIA Delivers:



SDIA Standard Nuts & Bolts

- Five demographic items
- 31 diversity and inclusion statements
- Two open-ended questions (Incorporates the power of qualitative data)
- Individual Report (Immediate or delayed distribution to accommodate near or long term training plans)
- Organization Report
- Options:
 - Sub-categories, e.g., regions, job titles, tenure, etc. (up to five)
 - Co-branding of reports for Spectra Diversity Change Partners
 - Consultation support from Spectra Diversity around findings in the data

SDIA Enhanced Data Analysis

Organizations may choose to take advantage of the sub-categories to measure items such as regions, job titles, tenure or other employment factors. This report breaks down each SDIA statement according to each demographic category and each of the sub-categories. (Data sets with five or fewer members are not shown to protect anonymity.)

The SDIA Enhanced Data Analysis can illustrate differences and similarities between race/ethnicity, gender, sexual identity, age and ability groups *and* sub-group categories.

Statement: Management shows that diversity is important through their actions.

Value	5	4	3	2	1	Avg.	Total Responses
Executives	23.07%	61.5%	15.5%	0	0	#	#
Managers	27.78%	51.85%	18.52%	1.85%	0	#	#
Office Staff	8.70%	52.17%	30.43%	4.35%	4.35%	#	#
Sales Force	28.92%	46.99%	21.69%	2.4%	0	#	#
Warehouse	21.28%	55.32%	15.96%	7.44%	0	#	#

Case Study: A Spectra Diversity Change Partner delivered an Enhanced Data Analysis Report to a client. The client was most surprised by the differences in responses between those in the field and those in the office. In addition, differences of opinion were significant between men and women in both the field and the office.



SpectraDIVERSITY

Powering Inclusive Cultures