The Power of Spectra Assessment Data

How Data Helps Diversity, Equity and Inclusion (DEI) 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.

DEI Professionals can trust the data provided by the only validated self-assessment which measures both the organization and individuals: The **Spectra Diversity Inclusion Assessment™** (**Spectra Assessment**). With the Spectra Assessment, DEI Professionals internal and external to organizations can focus their solutions backed by 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 Spectra Assessment, 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.
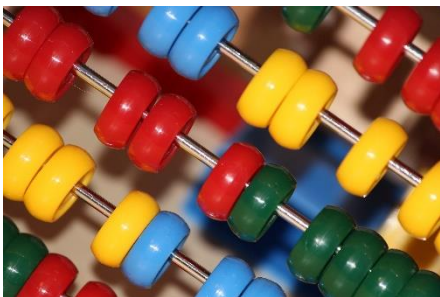
"In many spheres of human endeavor, from science to business to education to economic policy, good decisions depend on good measurement."

Ben Bernanke

If You Measure It, It Will Improve

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

The Data Revealed by the Spectra Assessment: Understanding vs. Judgement

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

- The "mean" is the average

- 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

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

I. Management shows that diversity is important through their actions.

| Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Rating Average	Number of Responses
591	1639	1057	232	52	3.7	3571

Companies can no longer be successful if managers don't recognize, appreciate and value employee differences. Management must lead the way or there will be minimal buy-in from employees.

SpectraDIVERSITY

Powering Inclusive Cultures

What the Spectra Assessment Delivers:

Spectra Assessment Standard Nuts & Bolts

- Six 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

- Co-branding of reports for Spectra Diversity Change Partners

- Options:
  - Sub-categories, e.g., regions, job titles, tenure, etc. (up to five)
  - Consultation support from Spectra Diversity around findings in the data
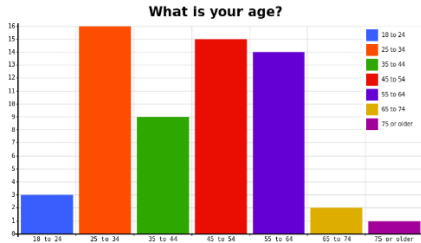
Spectra Assessment Enhanced Data Analysis

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 Spectra Assessment 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 Spectra Assessment 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.

With which race/ethnicity do you identify? Check all that apply.						
Hispanic or Latino	18.63%	43.14%	31.37%	6.86%	-	3.7	102
American Indian or Alaska Native	37.5%	37.5%	25%	-	-	4.1	8
Hawaiian or Other Pacific Islander	-	-	-	-	-	-	< 5
Asian or Asian American	28.57%	42.86%	21.43%	7.14%	-	3.9	28
Black or African American	6.65%	33%	40.15%	16.26%	3.94%	3.2	406
White or Caucasian	17.61%	48.05%	28.16%	5%	1.17%	3.8	2901
Other/Multiracial	17.07%	42.28%	29.27%	9.76%	1.63%	3.6	123

SpectraDIVERSITY
Powering Inclusive Cultures