

2021 Diversity, Equity & Inclusion Initiative



WISE has issued a Request for Proposal to hire an expert individual or company to deliver more DEI resources to the WISE Partner companies.

THE NEED IS REAL

- **WISE** Partners are primarily small to mid-size companies that do not have a large DEI budget.
- Most **WISE** Partners do not have dedicated DEI staff.
- The HR Department is responsible for DEI initiatives on top of their other responsibilities, or it's being delegated to another leader in the company.

THE PURPOSE

WISE intends to offer a solution to our Partner companies that provides a set of skills to support the entire organization, **from top down**, that integrates a commitment to support diversity, equity and inclusion as important pillars of success for each partner company's culture and goals.

Join **WISE** now to be part of this initiative from the start.

WISE Vision

We believe that diversity will drive store brand industry growth. We boldly envision a future where a dynamic and inclusive workforce will be the industry's core strength.

For more information contact Jen Linke, Chair of WISE at jenlinke@womeninstorebrands.com.

www.WISEdiversity.org

Four Focuses for our PARTNERS



Attract & Retain Diverse Talent

- This pillar is aimed to provide support to HR teams.
- A DEI expert will offer suggestions on how and where to find diverse talent and talk about how to keep them.



Lead Diverse Teams

- This pillar is for leaders.
- WISE will equip leaders with how to create an inclusive culture which will drive success for their company.



Advance Employee Education

- This pillar is for individual employees to grow in their knowledge around diversity.
- WISE wants to be the organization our partners come to for timely information on current DEI topics and employee growth resources.



Engage with Younger Generations

- This pillar focuses on attracting younger generations to see what a successful career looks like in the store brand industry.
- WISE is actively starting a Junior Board with high-potential individuals.



WISE Mission

WISE cultivates diverse collaboration through our programs and provides leadership to empower our industry's continued success.

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