

2021: Setting Our Intention





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.



Mission

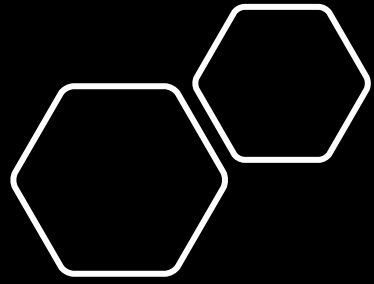
WISE cultivates diverse collaboration through our programs and provides leadership to empower our industry's continued success.



The U.S. Will Be 'Minority White' by 2045

For the first time in U.S., nonwhites & Hispanics were a majority of people under age 16 in 2019.

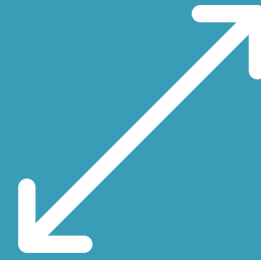
US Census Bureau June 2020



Our 2021 Initiative



We Know...



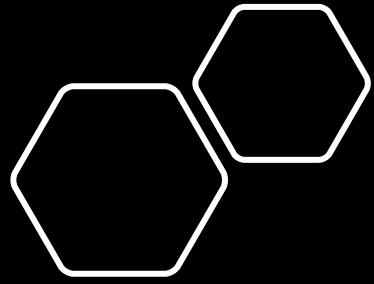
Small to mid-size companies do not have a large budget for DEI initiatives.



Most WISE Partners don't have dedicated DEI Staff



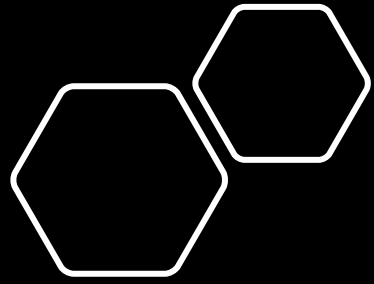
HR Department is responsible for DEI on top of their other responsibilities



Diversity, Equity & Inclusion Initiative

Purpose

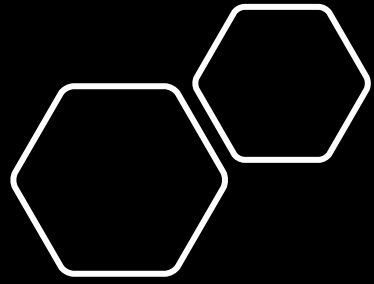
Provide a set of skills that supports the entire organization, from top down, that integrates a commitment to support diversity, equity and inclusion as important pillars of success for each partner company's culture and goals.



Diversity, Equity & Inclusion Initiative

Deliverables

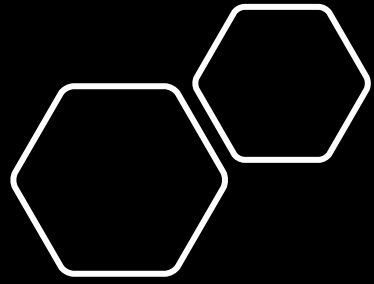
- Engage with younger generations.
- Attract & retain diverse talent.
- Lead & motivate diverse teams.
- Advance employee education.



How to Engage with Younger Generations

This pillar focuses on getting high-potential individuals engaged so they are excited about the industry. WISE is actively in the process of starting a junior board.

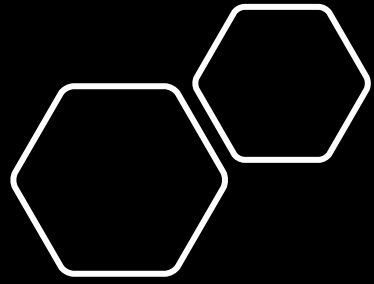




How to Attract & Retain Diverse Talent

This pillar focuses on hiring diverse talent and is mainly for partner member HR teams. We want to offer solutions for HR representatives who have questions such as where do we look for more diverse candidates and how do we set ourselves up for appealing to more diverse applicants?

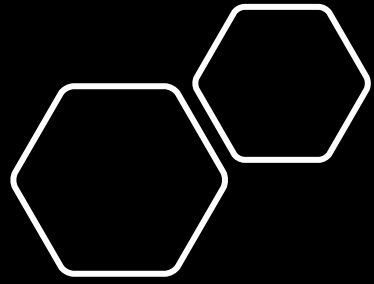




How to Lead Diverse Teams

This pillar focuses on communication and guidance for leaders. Topics might be how to create unity, respect and trust within diverse teams, or conflict resolution skills.





How to Advance Employee Education/Growth

This pillar focuses on professional and personal development for individuals. WISE wants to become the organization our partners come to for timely information on current DEI topics and employee growth resources.



Become WISE!

- **Corporate Partnership**
- **Individual Membership**
- **Questions**
 - Email us at membership@WISEdiversity.org
 - Or contact:

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Thank You!

