

# How to brand your company as a diversity leader

Diana Cruz Solash  
Director, Americas Inclusiveness Center of Excellence  
[@DianaCruzSolash](#)

Casey Monnerjahn  
Assistant Director, Americas Inclusiveness Center of Excellence  
[@CaseyMonnerEY](#)



# At EY, our brand starts and ends with our people

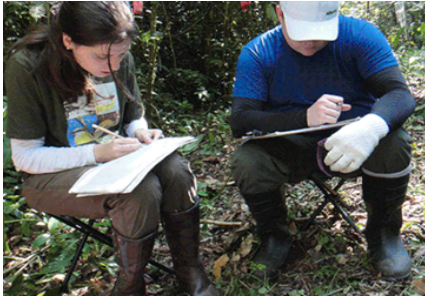
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**Our “beaming” team during the EY leading practice session at Ascend 2014**

# Bringing our brand to life

- 1 Enabling our people and others
- 2 Sharing our stories and perspectives
- 3 Building our community around the globe



**2014 EY Earthwatch  
ambassadors**



**Sharing with 300 URM new  
hires at unplugged**

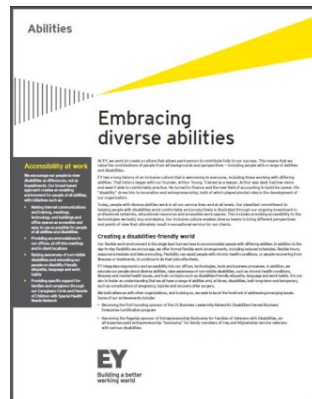


**Celebrating International Women's Day**

# 1 Enabling our people internally



- Communicating our D&I strategy and goals
- Equipping our people with skills to team and lead inclusively and embedding D&I in all we do
- Empowering our people to share their ideas, leading practices and feedback



## 1

# Enabling others in the community

- ▶ Connecting with high school and college students
- ▶ Collaborating with other businesses and organizations
- ▶ Supporting our communities



**Explore Unity – LGBT student program – EY Atlanta**



**“Promote Yourself” - panel discussion on Millennial careers**



**EY Connect Day 2014 – planting with the kids of KIPP**



## 2

# Sharing our stories and perspectives within EY

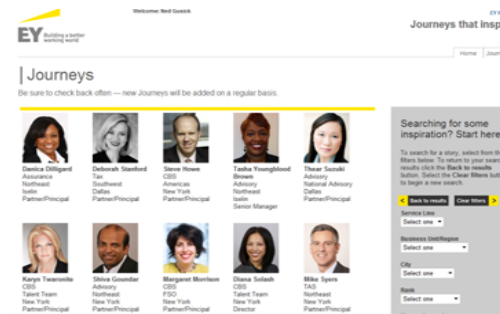
- ▶ Journeys that inspire
- ▶ Americas Inclusiveness webcasts
- ▶ Embedding storytelling in our programs (e.g., Meet-a-leader sessions, International Intern Leadership Conference, EY Unplugged)



Embedding D&I in our Intern conference



Pan Asian Unplugged webcast for first year Staff



Making the most of possibilities



Journeys that inspire: Americas-wide microsite

## 2

# Sharing our stories and perspectives with the world

- ▶ Our people sharing D&I-related stories at events, with the press, and via social, print and electronic media
- ▶ EY.com microsites: Abilities, Veterans...and more to come



## 3

## Building our EY community around the globe

- ▶ Our D&I “roadmap”
- ▶ Bringing our professional networks together under one brand and one common purpose





## 3

## Building our external community around the globe

- ▶ Collaboration with third parties with a global footprint
- ▶ Sponsoring D&I related research with a global reach




# Top tips for building your brand

- ▶ Communicate your D&I strategy and goals
- ▶ Encourage storytelling – internally and externally
- ▶ Focus on diversity via your web presence
- ▶ Celebrate occasions
- ▶ Speak at events
- ▶ Apply for awards
- ▶ Leverage paid branding investments
- ▶ Sponsor or commission research

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If you're passing through #TimesSquare, check out this @EYnews billboard featuring @DiversityInc!

Reply Retweet Favorite More



RETWEETS 688 FAVORITES 18

Using social media to tell the D&I story

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