

# WYNDHAM WORLDWIDE

How to Create a Successful  
Supplier Diversity Initiative

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**WYNDHAM**  
**DIVERSITY**

# DIVERSITY AND INCLUSION...



An important part of  
our culture as a  
global company

Among the top five  
strategic focuses at  
Wyndham  
Worldwide

Adds great value to  
our business, and the  
experience we  
provide

The right thing for us  
as global corporate  
citizen and for our  
business

One of our standards  
of excellence

# ESSENTIAL PILLARS OF SUPPLIER DIVERSITY



Strong top  
management  
commitment

Vibrant Supplier  
Diversity Council/  
Champion Structure

Top notch Strategic  
Sourcing  
management

Stakeholder  
involvement and  
relationship building

Proactive  
involvement in all  
aspects of supplier  
diversity

Dynamic  
diverse business  
community outreach  
program

# SOME ADDITIONAL TIPS

- Include external advocacy groups in your sourcing strategy
- Meet with key decision makers to promote the initiative
- Include more diverse suppliers in every opportunity
- Consolidate vendors by category where feasible
- Increase utilization of existing diverse suppliers
- Mentor diverse suppliers
- Implement/expand Tier-2 spend collection efforts
- Continue to grow your diverse business community outreach
- Use a scorecard to set goals and track results
- Implement an Awards and Recognition Program

# RECOGNIZING AND REWARDING SUCCESS



# WHAT YOU NEED FROM EVERYONE

- Continued commitment and focus on the supplier diversity initiative
- Reminding everyone to “Think Supplier Diversity upfront and early for every procurement opportunity”
- Focus on high-spend areas, set goals and track results
- Identifying opportunities
- Reporting new diverse business
- Support for reaching out to diverse business community