333 YEARS TO PARITY!

THE CASE FOR CHANGING SUPPLIER DIVERSITY AS WE KNOW IT
SD Team/CPO Strategy Session by 5/25

**START**

“What should we/l start doing?”

List ideas/items:
- Things that are not being done, but should be done
- Things to begin doing to get better results
- Things worth trying or experimenting for better results

**STOP**

“What should we/l stop doing?”

List ideas/items:
- Things that are not working or helping
- Things that impede or are not practical
- Not delivering desired results
- We or others dislike

**CONTINUE**

“What should we/l continue doing?”

List ideas/items:
- Things that are working well
- Things that we want to keep
- Worth continuing to see if they’re worthwhile
- We like or need
Achieving 15 Years to Economic Parity

**Start**
What should our company start doing?

**TASKS**
Ex. 1. Start creating plans for 1%/year over year growth metric for minority firms.

**MEASURABLE IMPACT** *(quantifiable)*
- Ex. 1. Internal - Growth = 1%/year.
- External - Reducing wealth gap to 15 years.

**Stop**
What should our company stop doing?

**TASKS**
Ex. 1. Stop depicting growth as a nice-to-have metric; make it clear that it is the most important metric.

**MEASURABLE IMPACT** *(quantifiable)*
- Ex. 1. 1%/Year over year growth we can work with MMSDC to tout publicly.

**Continue**
What should our company continue doing?

**TASKS**
Ex. 1. CPC Monthly Metrics dashboard that includes SD growth and buyer recognition.

**MEASURABLE IMPACT** *(quantifiable)*
- Ex. 1. 1%/Year over year growth and progress in each KPI.
  Note: We improve what we measure so establishing SD as a genuine priority from the get go is critical to achieving.

HTTPS://MINORITYSUPPLIER.ORG/333-Years/
ASANTE! GRACIAS! THANK YOU!
minoritysupplier.org