



## **What Gets Measured Gets Done: Measuring the Return on Investment of Diversity and Inclusion**

**Canadian Institute of Diversity and Inclusion**

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This research report, presented by the Canadian Institute of Diversity and Inclusion, looks at the measurement of diversity and inclusion currently done by employers across Canada, and at their organizational initiatives related to human rights and equity. It takes particular note of leading organization's promising practices, and provides a toolkit for organizations who would like to initiate or improve their existing diversity and inclusion measures.

To compile this report, researchers performed a literature review of both public reports and the websites of Canada's best diversity employers; conducted a web based survey of professionals in diversity, inclusion, human rights and equity; and lead 19 interviews with diversity leaders across Canada.

Their research showed that successful reporting on an organization's diversity initiatives requires significant and thoughtful collection of data. Qualitative measurement is not enough to show an initiative's strategic organizational impact; it must be accompanied by and strategically aligned with quantitative measurements, and both must be analyzed in the context of the organization's strategic objectives. The resulting report and the implementation of its recommendations must be championed not only by Diversity and Inclusion staff, but by senior leadership across the organization.