

2024

# Briefing Deck

CEO **ACT!ON** FOR  
DIVERSITY & INCLUSION



# CEO Action for Diversity & Inclusion™

**Commitment to diversity, equity and inclusion takes all of us.**

CEO Action was co-founded in 2017 by PwC and nine other organizations, on a shared belief that diversity, equity and inclusion is a societal issue, and that collaboration and bold action from the business community – especially CEOs – is vital to driving change at scale. CEO Action brings together more than 2,500 CEOs and thousands of CHROs and CDOs who have already pledged to create a more diverse, inclusive and equitable workforce.

At a time when society is demanding leaders do more to address societal issues and systemic bias and racism continue to impact our people and our communities, we will remain courageous and not lose sight of the importance of vulnerability, self reflection and having a safe space to learn. Our unrelenting pursuit to cultivating a more diverse, inclusive and equitable workforce at an unprecedented scale will be unwavering.

Our ambition is to drive measurable action and meaningful change in advancing diversity, equity and inclusion in the workplace. Organizations recognize that signing the pledge is the first of many important steps. Contributing to and learning from actions other companies are taking is another. With businesses anchored in almost every community, we have the opportunity – and responsibility – to play a significant role in accelerating progress on one of the most pressing issues facing our society.

CEO Action provides a variety of tools, resources, events and thought-leadership opportunities to support business leaders in taking action and driving progress to advance diversity, equity and inclusion in the workplace.

**Together we will move the needle for a more just and equitable world.**

**CEO Action is the largest CEO-driven business commitment to advance diversity, equity and inclusion in the workplace.**

## More than 2,500 CEOs have already pledged to:

- 1** Cultivate environments that support open dialogue on complex, and sometimes difficult, conversations about diversity, equity and inclusion.
- 2** Implement and expand unconscious bias education and training.
- 3** Share best known - and unsuccessful - diversity, equity and inclusion programs and initiatives among signatories so we all can learn from each other.
- 4** Engage boards of directors (or equivalent governing bodies) in the development and evaluation of inclusion and diversity strategies.

# How are we taking action?

## Convening leaders

- **Flagship events**  
Opportunities for CEOs, CHROs and CDOs to share ideas, ideate and collaborate in driving progress.

## Access to resources

- **Educational resource library**  
Tools and resources to drive employee education and organizational strategy.
- **Newsletter**  
Monthly delegate newsletter (bi-monthly for CEOs) with the latest CEO Action news, events and resources.
- **Actions database**  
An online hub with resources and DEI best practice sharing.

## Engaging workforces and communities

- **CEO Action for Racial Equity**
- A Fellowship made up of 100+ CEOs and over 200 Fellows, giving signatories the opportunity to advance public policy and corporate engagement efforts at the national, state and local levels focused on racial equity.
- **Thought leadership**  
Speaking opportunities at industry events and coalition gatherings, as well as exclusive media placements.

## Peer-to-peer networking opportunities

- **Signatory-Led Community**  
Delegate-led group that works together to engage in deeper dialogue.
- **Private LinkedIn group**  
An open-space for dialogue and networking.
- **Mentoring Initiative**  
Cross-coalition mentoring circles led by C-suite mentors from signatory organizations that cover a range of professional development topics.

# CEO Action for Racial Equity

## Bringing Business, Communities and Policy Together to Drive Change.

In October 2020, 100+ companies came together and launched CEO Action for Racial Equity (CEOARE), a Fellowship dedicated to advancing racial equity through public policies and corporate engagement strategies that will address systemic racism and social injustice while improving societal well-being.

The Fellowship is a first-of-its-kind, business-led initiative that mobilizes CEO Action for Diversity & Inclusion™ signatory organizations to facilitate change at the federal, state and local levels.

The CEOARE agenda revolves around four platforms that are vital to advancing equity and well-being for the Black community. With these platforms as the foundation of our policy advocacy and corporate engagement, CEOARE unites companies to drive impact across:

- **6** priority issues that disproportionately and systemically impact the Black community
- **4** cities where our place-based approach connects stakeholders and builds community relationships
- **3** states where we are expanding our advocacy at a local level by building relationships with local decision-makers and leveraging our collective network to make progress
- **3** corporate engagement strategies that can help mobilize the business community to continue to help drive change

## Our Mission

To identify, develop and promote scalable and sustainable public policies and corporate engagement strategies that will address systemic racism, social injustice and improve societal well-being.

## Our Focus

- Economic Empowerment
- Education and Opportunity
- Healthy Communities
- Public Safety
- Place-Based & Civic Engagement