



 **equitas** insight

Equity insight, experience and impact

Welcome

It's great to meet you



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When traditional
methodologies just
won't do ...

Learnings from Pfizer's DEI
research experience

Pfizer wanted to answer a critical question

“

How well are we doing on our journey towards equity, what vital signs of inequity exist across our organization, and what must we prioritize and action to move forward with pace and measurable impact?

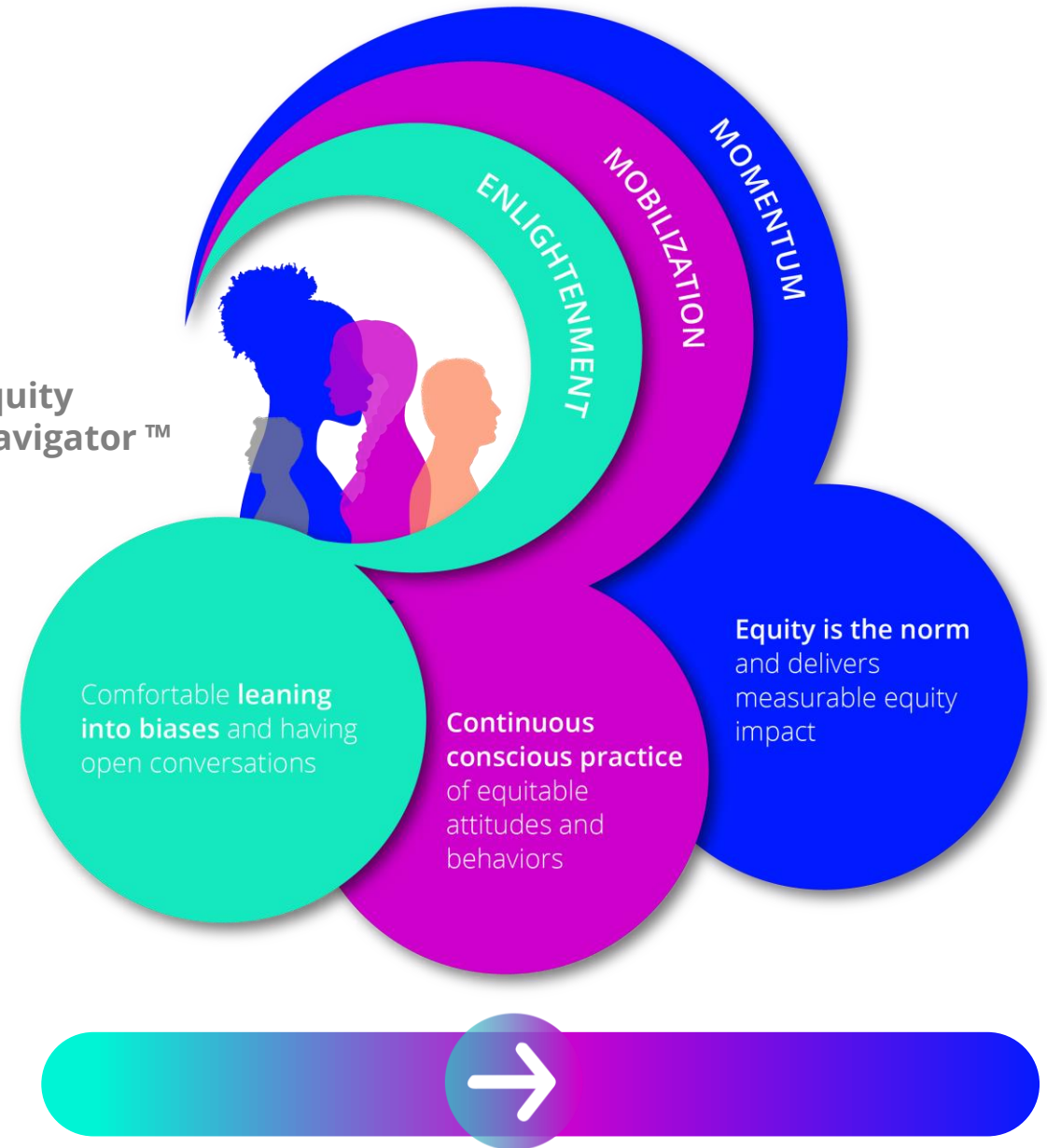
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An anchoring framework

The Equity Navigator™ is a framework for understanding where companies are on their equity journey, across the stages of Rejection, **Enlightenment**, **Mobilization** and **Momentum**.

Equity Navigator™



That's rooted in the dimensions & vital signs of equity

DIMENSIONS AND VITAL SIGNS

Leadership & Sponsorship

CEO & exec level sponsorship
 Inclusive purpose
 Visible DEI investment & impacts
 Leaders walk the talk

Inclusive culture

Feeling included & psychologically safe
 Self-identity & authenticity at work
 Having courageous conversations
 Unique perspectives are valued

Goals & impact measures

Awareness of DE&I goals and metrics
 Visible signs of DE&I progress

Strategy & initiatives

Awareness of programs & initiatives
 Engagement & participation

Skills & capabilities

Roles responsible & accountable for DEI
 Equipped with DE&I skills & competencies

Representation

Perceived diversity across AD&L
 Representation at all levels

Recruitment

Intention & ability to attract diverse talent

On the job experience

Presence of bias and discrimination
 Support in the event of bias
 Confidence in managers to lead with equity

Career progression

Fair access to development & progression opportunities
 Fair & transparent calibration

Allyship & support

Self-understanding & education
 Speaking up & taking action



This created a
methodology
challenge....



This called for a new approach and methodology

01 DEFINED DIMENSIONS & VITAL SIGNS OF EQUITY ACROSS THE MATURITY STAGES

Leadership & Sponsorship

- CEO & exec level sponsorship
- Inclusive purpose
- Visible DEI investment & impacts
- Leaders walk the talk

Inclusive culture

- Feeling included & psychologically safe
- Self-identity & authenticity at work
- Having courageous conversations
- Unique perspectives are valued

Goals & impact measures

- Awareness of DEI goals and metrics
- Visible signs of DEI progress

Strategy & initiatives

- Awareness of programs & initiatives
- Engagement & participation

Skills & capabilities

- Roles responsible & accountable for DEI
- Equipped with DEI skills & competencies

On the job experience

- Presence of bias and discrimination
- Support in the event of bias
- Confidence in managers to lead with equity

Career progression

- Fair access to development & progression opportunities

Drivers of Equity		Enlightenment	Mobilization	Momentum
1	Leadership & Sponsorship	CEO & Exec level sponsorship Inclusive Purpose (North Star) Driving DEI impacts and investing in its improvement		
2	Strategy & Initiatives	Leadership accountability in leading the talk Feeling included and psychologically safe Self-identity & authenticity at work Having courageous conversations		
3	Skills & Capabilities	Individual uniqueness and perspectives are valued Psychological safety - in sharing a different opinion Awareness of goals and metrics Measurement & visible signs of progress		
4	On the Job Experience	Awareness of programs & initiatives Engagement & participation in initiatives Responsibility and accountability across roles Equipped with skills and competencies in DEI		
5	Career Progression	Individual skills and competencies in DEI		

02 INNOVATIVE 'AI POWERED' QUAL/QUANT BASED RESEARCH TO UNDERSTAND THE LIVED EXPERIENCES OF EQUITY & INEQUITY

How to be a participant

- The Moderator asks the group a question. You respond to the question in your own words.
- Then, you vote on other participant responses in two different exercises.

Open-ended opinion questions

Open-ended experience questions

Polls

03 DETAILED DIAGNOSTICS, INSIGHTS & PRIORITIES FOR EQUITY IMPACT

1 Leadership & Sponsorship

Progression: Enlightenment → Mobilization → Momentum

78% of more diverse colleagues understand that it's only visible on DEI, while only 58% of diverse colleagues support the budget.

Priorities for action:

- Set your north star
- Fill your pipeline
- Build trust and transparency through tracking

Top 5 Support - Critical to Success

Rank	Statement	Percentage
1	CEO & Exec level sponsorship	78%
2	Visible DEI investment & impacts	71%
3	Leadership accountability in leading the talk	68%
4	Feeling included and psychologically safe	65%
5	Self-identity & authenticity at work	62%

How was the
experience and
impact for Pfizer?

Let's hear from
Debbie and Ana





Thank you

 **equitas** insight

Driving equity insight, experience and impact

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