



DE&IQ

A Tool for Assessing & Strengthening Reputation

In a time of polarization, pandemics and protests against racial and social injustice, a company's commitment to advancing diversity, equity & inclusion (DE&I) and the actions they take to back it up are essential drivers of their current and future reputation.

FleishmanHillard's True MOSAIC practice offers a new diagnostic tool, called **DE&IQ**, to help organizations rapidly assess public perception of their DE&I actions in order to better strengthen and orient their future plans. Built in collaboration with the firm's True Global Intelligence practice and with input from senior reputation management counselors across the globe, DE&IQ is designed to bring clarity and focus to clients that are committed to advancing DE&I inside and outside their walls.

COVID-19 has revealed deep inequities all over the world and the racial justice reckoning that has followed George Floyd's murder in the United States has also resonated on a global scale. These events, against the backdrop of shifting geopolitical dynamics and increased social and political polarization, have placed diversity, equity and inclusion, at the forefront of considerations for corporations needing to meet stakeholder expectations that they will operate with more than just their profits in mind.

In this context, organizations find themselves examining their business models, their company cultures, and their corporate responsibilities in order to determine the best, and most authentic, path forward. But how to know where you stand on issues related to DE&I in a highly charged environment where statements of support can be perceived as performative and taking a neutral approach can exacerbate rather than mitigate risks?

The results of the diagnostic and the insights the DE&IQ delivers can be used to up-level a range of different corporate actions from content strategy to crisis and issues management.

HOW IT WORKS

A team of FleishmanHillard True MOSAIC counselors works in collaboration with the client and account teams through three phases:

1. **Discovery:** discussions to align on the organization's DE&I comms goals and strategies to date, internal efforts and investments as applicable and the scope of the research, including competitors to be assessed, also as applicable.
2. **Diagnostic:** the DE&IQ scoring takes place against each of the diagnostic tool's five pillars of Diversity, Equity, Inclusion, Accountability and Advocacy and using only publicly available information. At the client's request, a traditional audience analysis that includes traditional and social media as well as audience perception surveys can also be included.
3. **Download:** the results of the diagnostic, including the DE&IQ perception score and prescriptive recommendations to raise the perception score and strengthen best practices across owned and earned channels are delivered to the client.

For more information on DE&IQ, including pricing, please reach out to Sang Jung and Leela Stake at sang.jung@fleishman.com and leela.stake@fleishman.com.

We know business,
and work with some
of the world's biggest
brands.

**We understand
diversity, equity and
inclusion is complex**
and our True
MOSAIC counselors
bring
their expertise and
diversity of lived
experiences to
each of our client
engagements.

**We know that in
order to move
forward with
inclusive intent,**
you must know where
you stand today.

**Together,
we'll help you chart a
course from where
you are to where you
want to be.**