

THE CHANDY PRINCIPLE™ PHASE ONE

BUILDING THE FUTURE: THE IMPORTANCE OF DESIGNING EQUITABLE SPACES & COMMUNITIES

PRESENTED BY MATRIX360

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Table of Contents

Introduction	3
The Roadmap: Building Success.....	5
The Roadmap: Building Success – Overview Diagram.....	6
Timeline Map: Building with Excellence – Overview Diagram	7
Setting The Baseline:	8
Development of Resources:	9
Execute and Deliver:	10
Measure and Report:	11
Review, Refine and Redeliver:	11
Measure, Report and Elevate:.....	12
Final Thoughts.....	13





INTRODUCTION

Building the Future: The Importance of Designing Equitable Spaces and Communities

Following insights from conversations with the ARIDO leadership and diversity committee teams, there was a consensus that a baseline of understanding perspectives and attitudes are essential to create initiatives and programs about diversity and equity. As a result, ARIDO is striving to create an inclusive and equitable association where members feel valued and respected because of their differences – an association where every member feels included and has access and support so they can reach their potential to achieve and thrive.

ARIDO is focused on being innovative to deliver the best programs and services to members, and recognizes that the power of diversity is required to achieve this. Further, ARIDO's leadership and diversity committee leaders believe that through collaboration and learning how to value differences, the association will be able to become Champions of diversity, and advocates for progressive change.

To achieve this, ARIDO needs the commitment of every board and diversity committee leader to work together and be open to progressive change. The strategy roadmap is everyone's responsibility and we encourage everyone to be active and involved.

The journey for diversity and equity for ARIDO has commenced organically, and seems to have created a collaborative and open culture within the association. The existing culture within ARIDO is evidently a great foundation to further explore the dimensions of building success. Through our work with ARIDO this year, we have identified the categories of actions outlined in the next section. These cornerstones of achievement will serve to guide ARIDO reach the next level of impact as Champions of diversity and equity for the design industry.

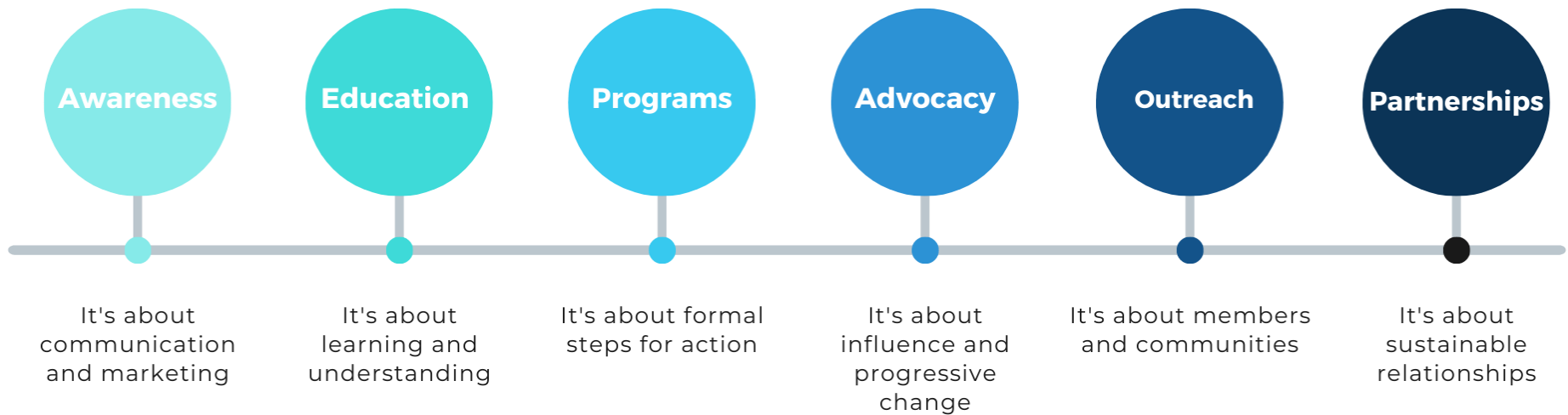




**THE ROADMAP:
BUILDING SUCCESS**

THE ROADMAP

Building Success



TIMELINE MAP

Building With Excellence



03
Months

Setting The Baseline:

- Review and update a formal commitment to diversity statement from Board leadership for its connectivity to ARIDO's goals and updates (i.e. reflect the vision for diversity and equity within the association, highlight the strength and benefits of diversity)
- Review current programs and services through a diversity lens and recommend growth opportunities to Board
- Commit to and implement the administration of consistent annual member surveys to capture demographics, perspectives and engagement in regard to diversity and equity
- Design and implement quarterly internal communications from the Board leadership team to the member network to showcase commitments and progress on diversity and equity
- Create, design and implement monthly/bi-monthly/quarterly member events and/or activities to drive regular engagement with diversity and equity topics, and continue building an inclusive culture amongst the membership
- Diversity committee team to research and create a database of diverse celebratory events, days and months
- Engage third-party to curate a diversity educational series
- Develop quarterly lunch and learn educational series for board leadership and diversity committee teams
- Develop annual financial budget targets (i.e. \$150,000 over 12 months) to invest resources into supporting diverse local and national community groups and organizations that support inclusive and equitable practices
- Hire a third-party firm to audit internal governance, marketing, communications, leadership processes, and policies through an equity lens
- Marketing team to externalize ARIDO's involvement in the diversity and equity space via social media and third-party partners
- Implement policies that support accessibility and accommodation for ARIDO staff and member network
- Curate and implement quarterly Board leadership townhall meetings with the member network for continued regular engagement
- Curate marketing collateral where accessibility is built into the process design and development of marketing materials
- Expand and implement policies supporting formal educational programs and learning opportunities for ARIDO staff and member network



06
Months

Development of Resources:

- Develop and implement a diversity and equity learning resource library for members and ARIDO staff to have access to
- Re-evaluate and re-design co-op/internship and leadership training programs for the member network that supports diversity
- Design and create mentorship program for underrepresented and underserved members
- Design and create high school outreach program for underrepresented and underserved communities for exposure into the design industry and potential for opportunity
- Design and create advocacy strategy for underrepresented and underserved communities for career opportunities in design
- Design and create outreach strategy for diverse community groups and associations for building partnerships and elevating diversity and equity in the industry
- Create ARIDO's short-term and long-term goals for diversity, related to: communications, marketing and branding
- Build and curate a diverse membership database of speakers for topics related to the design industry
- Design and implement career development processes for the member network
- Board leadership, diversity committee and marketing teams to curate a monthly or quarterly newsletter for information sharing focused on diversity and membership engagement
- Hire third-party to design and implement ARIDO leadership performance management policies for diversity and equity



12
Months

Execute and Deliver:

- Lead and advocate member companies to create and implement programs that serve underrepresented and underserved communities through internships, mentorships and leadership programs
- Implement mentorship and high school outreach programs for underserved and underrepresented communities
- Implement and formalize co-op/internship and leadership training programs for the member network
- Implement advocacy strategies with community, academia and government entities
- Conduct diversity policy training or information sessions for leaders and members on an ongoing basis (quarterly or bi-annually)
- Hire an external marketing and consulting firm to update website content, develop social media brand and strategy plan that is focused on building from ARIDO's diversity and equity commitments
- Outreach to diverse community groups and associations for partnership opportunities
- Participate in external partnerships to advocate for and lead the conversation around diversity and equity in the design industry
- Hire sustainability consulting firm to create measurable targets that are connected to board leadership deliverables for social responsibility



18

Months

Measure and Report:

- Report progress and lessons learned to ARIDO member network on an annual basis
- Report actions related to community outreach and member volunteer involvement on an annual basis
- Update sustainability strategy, and audit initiatives and programs to include diversity and equity explicitly through the creation of goals and targets
- Create and implement measurement tools and scorecards to reflect expanded sustainability scope and include target milestones
- Create a database of diverse suppliers and vendors
- Identify and create links with local communities (i.e.: schools, local grassroots organizations, etc.) to help promote and advocate for diversity and equity

24

Months

Review, Refine and Redeliver:

- Review and create vendor and partnership strategy with formal targets and goals connected to the diversity of suppliers and partnerships
- Increase impact for gender equality and reduced inequities as key drivers through refinements in internal processes and policies for ARIDO staff and member network
- Review and redesign programs for members where necessary, taking advantage of any identified opportunities for growth and/or lessons learned
- Curate and implement scorecards and measurement tools – for supplier diversity, educational partnerships, membership outreach
- Partner with third-party to create internal policies and programs focused on: measurable targets aligned with corporate goals for suppliers and vendors; and expectations and obligations of vendors and suppliers



36

Months

Measure, Report and Elevate:

- Report progress and lessons learned to ARIDO member network on an annual basis
- Report actions related to community outreach and member volunteer involvement on an annual basis
- Build partnerships within communities to develop skills, create jobs and continue to support local businesses
- Review, refine and redeliver programs for members where necessary, taking advantage of any identified opportunities for growth and/or lessons learned





FINAL THOUGHTS

Final Thoughts

As leaders in any space, it is our duty to create opportunities for learning and growth. Yes, we are not perfect and striving for perfection is unrealistic. We **are** humans, we will make mistakes and say the wrong things. We all have blind spots, biases, and assumptions, that unfortunately, govern our mindsets. We are therefore, a work in progress.

What I know is that diversity and equity is NOT a checkbox exercise. It is imperative that as leaders we need to continue to be intentional with our actions. It is more than perception and performative steps; it is the deliberate actions that move people together that matter. It is our responsibility as workplace leaders to do something lasting and meaningful, driving proper actions that are not just checkbox responses. We must actively build toward action and solutions.

I strongly believe we have a unique window of opportunity to evolve our workplaces – as it is up to us to define what a new normal can truly be.

As equity is the core to thriving societies, it is about leveraging the impact of your platform and voice to become an effective partner and champion for progress in the journey to eradicate inequities. The work will be challenging and it will take commitment, dedication, openness, discomfort, active listening, and more importantly, action, to evolve our workplaces. We must change the narratives, together. The Future of the Workplace includes ALL voices — this IS true diversity. It is about community building and knowledge sharing.

Let's own our diversity so we can make the future better for all, together.



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