

Choosing a DEI Training Vendor or Consultant

✓ Needs analysis

Do they ask a lot of questions? If yes, great! You want them to ask a lot of questions including some or many that may make you feel uncomfortable. If they're doing that, they're doing the work. If they're **not** asking questions, you could be getting a vendor or consultant who isn't practicing real change, but rather checking a box and gathering a check.

You may be fine with that. *They're* obviously fine with it.

But your teams—your people who are your greatest assets—won't be fine with it and eventually your brand will reflect that truth.

✓ Continued education

Do they make professional and personal growth within the field a priority? Ask. And, ask to see their certifications, how often and with whom they do this professional growth. Why is this important? There are lots of reasons.

- With an increased demand for DEI consulting services came an increase in people and organizations jumping into this space. Some came with great intentions and the guiding principle to create real, sustainable change. Others, not so much.
- This field is rapidly developing—and desperately needed to—which makes it hard to remain on top of everything. You're not looking for a know-it-all. You are looking for someone who continually challenges themselves, especially if this person is White.

Invest your dollars in those consultants, vendors, and organizations who challenge the status quo and make a commitment to continual growth and development.

✓ Framework of action and accountability

Which brings us to another point we want to make sure to include: **this work is everyone's responsibility**. It will take **all of us** to create real, sustainable change. Change will NEVER happen if this work falls on one person, one department, or the shoulders of people who face discrimination and bias.

A good consultant will not approach this work with you and your organization as a check-the-box activity. They'll **partner with and guide you to do the tough but necessary work**. Part of that will include specific actions you outline together and an accountability system to identify measurable outcomes. Without measurement, we're just spitting in the wind.

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We'd be remiss if we didn't take a moment to stand as allies for our colleagues in the industry. For far too long, Black, Indigenous, and People of Color (BIPOC) DEI consultants have faced the "can't you just give it to me at a reduced cost" shenanigans. STOP IT. Invest in your people through quality services and pay those who deliver the quality services just as you would pay for any other required business need.