

DEI Priorities Benchmarking Checklist

Validate organizational priorities for DEI against benchmarks from Brandon Hall Group's HCM Outlook 2025 study.

How to Use:

- For each DEI priority listed, place a check mark in the High Priority column next to the ones that your organization currently has identified as a high priority.
- Compare your selections to the response percentages in the far right column.
- Percentages represent the respondents who indicated an item is a high priority for 2025.

As DEI becomes embedded in the whole of HCM, maintaining a focus on psychological safety and belonging is critical. This culture work makes room for all other core DEI practices and can be powerful in enabling success across the HCM practice spectrum. It also represents a shift in priority away from Diversity as the primary focus.

COMPONENT	HIGH PRIORITY	DATA
Build a culture of psychological safety and belonging	<input type="checkbox"/>	62%
Focus on inclusive leadership	<input type="checkbox"/>	47%
Improve alignment of DEI strategy with business objectives	<input type="checkbox"/>	41%
Embed the values of DEI across the organization	<input type="checkbox"/>	40%
Improve equity of opportunity (recruitment, pay, advancement)	<input type="checkbox"/>	40%
Improve leader accountability for DEI	<input type="checkbox"/>	32%
Improve/expand targeted development of people in under-represented groups	<input type="checkbox"/>	28%
Increase the focus on Intersectionality	<input type="checkbox"/>	24%
Use of AI and data analytics to measure the impact of DEI	<input type="checkbox"/>	23%
Select/implement new technology to assist with DEI efforts	<input type="checkbox"/>	20%

For further research:

[DEI as a Business Imperative \(Strategy Brief\) - Brandon Hall Group](#)

About Brandon Hall Group™

With more than 10,000 clients globally and more than 30 years of delivering world-class research and advisory services, Brandon Hall Group™ is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Professional Certifications

Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

Membership

Individual and Enterprise Membership options: Includes research assets, advisory support, a client success plan and more.



SOME WAYS WE CAN HELP

Excellence Awards

Three annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

Advisory Offerings

Custom research projects, including surveys, focus group interviews and organizational needs assessments for transformation, technology selection and strategy.

ENTERPRISE EXCELLENCE CERTIFICATION PROGRAM

Recognizes the best HCM programs that transform their organization and achieves breakthrough results. This designation is a step above the HCM Excellence Awards® which focuses on one program within a company. Enterprise Excellence is a hybrid of award winners who are also members.

SMARTCHOICE® PREFERRED PROVIDER PROGRAM

Uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's thirty-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.

AGENCY! BY BRANDON HALL GROUP™

Provides comprehensive marketing solutions for human capital management solution providers. We offer strategic services to establish a strong foundation for your marketing efforts.