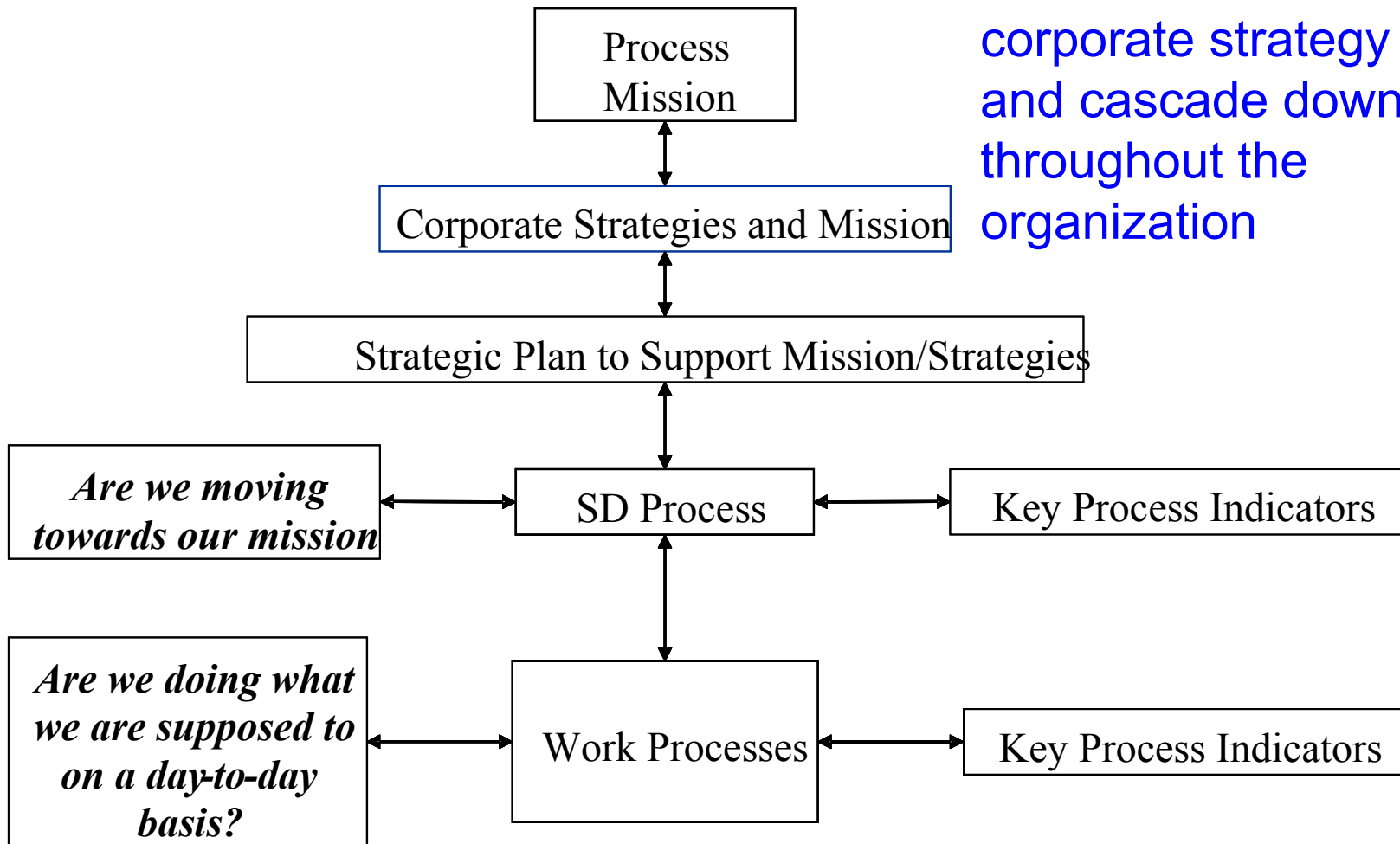


Supplier Diversity Alignment – Vertical Linkage

Metrics must link to corporate strategy and cascade down throughout the organization



Supplier Diversity Alignment – Horizontal Linkage

<u>Corporate Department</u>	<u>Key Goals/Objectives</u>	<u>How Supplier Diversity supports</u>	<u>Specific Supplier Diversity Team Actions</u>	<u>Measures of Success</u>
Legal/communications	Maintain/protect/strengthen brand	Diverse spend reflects communities/markets	<ul style="list-style-type: none"> •Sourcing inclusion •Vendor “autopsies” 	% spend
Recruiting	Increase ethnic/gender diversity of associates/management	Promote supplier diversity success in job fairs, similar events, etc	Share job openings/internships at diversity events	New associate surveys
Marketing/adv.	Grow corporate revenue through revenue gains for specific ethnic groups	Spend reflects target markets	Identify/ensure inclusion of certain MWBE “types”	% spend for specific “type”
Etc.				