



D.A. ABRAMS

Diversity & Inclusion

The Big Six Formula *for Success*

Inclusion as a disciplined business strategy — not an aspiration, an HR program, or a compliance exercise.

The Business Process

The Big Six

Cases & Evidence

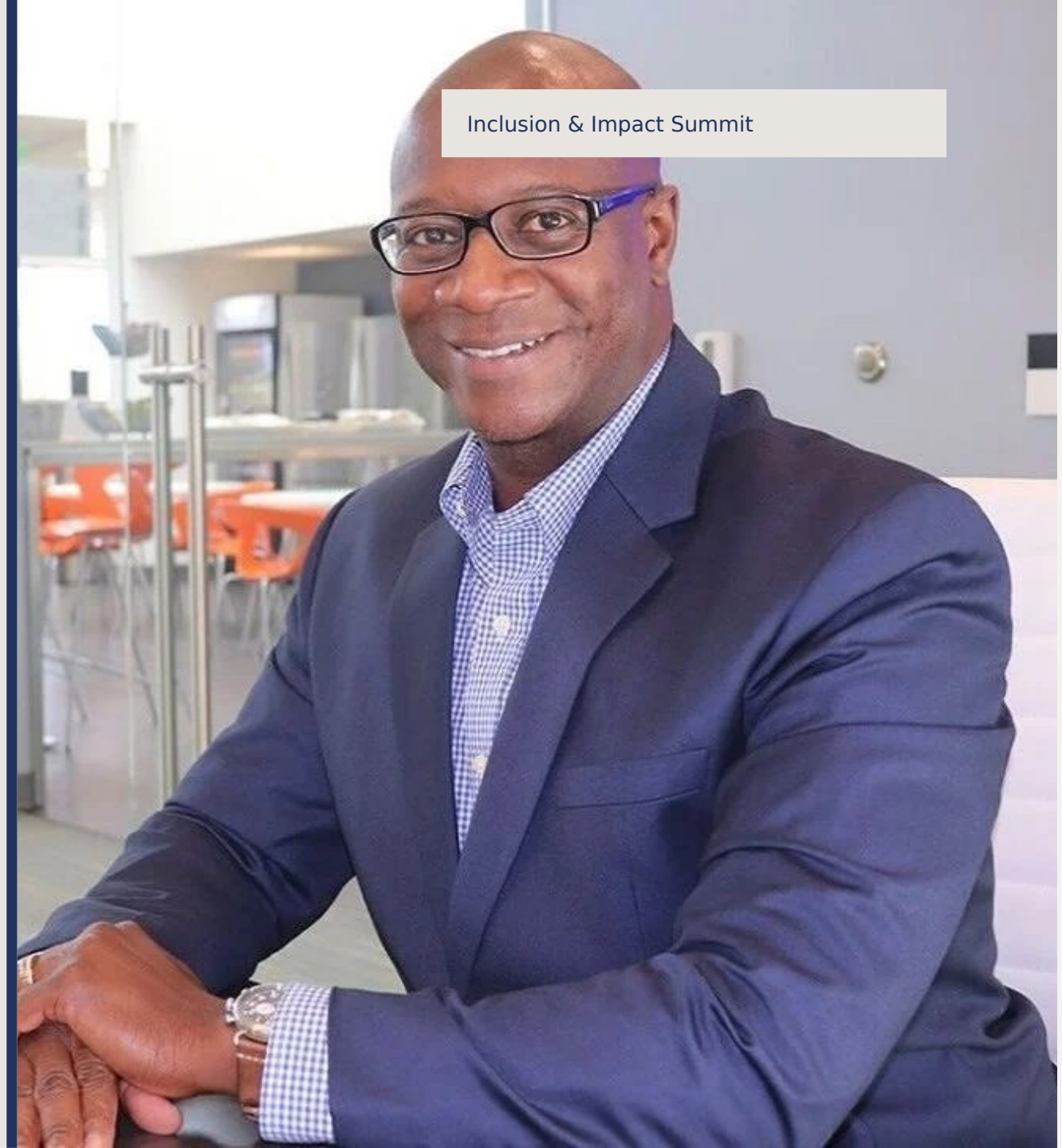
Measurement

The WHY Ecosystem

Fort Lauderdale, FL

• March 5, 2026

Inclusion & Impact Summit



About the Speaker

D.A. Abrams, CAE

Author, speaker, strategist and coach. His work turns inclusion, purpose and success into disciplined practice

Author

Four books on leadership, inclusion, purpose and success

Speaker & Coach

Talks that provoke action; coaching for career excellence

Strategist

Strategy design for positive organizational and business impact

Creator of the Big Six Formula and the WHY Ecosystem



Inclusion Is a Business Process

Diversity recognizes and leverages visible and invisible differences. Inclusion is the environment that lets those people and perspectives actually contribute. A diverse workforce without inclusion

Diversity Defined

Background, experience, belief, age, gender, race, culture, ability, geography, thought.

Inclusion Defined

An environment designed to respect people and enable their full contribution.

Embedded Everywhere

Workforce, workplace, suppliers, partners, communities, markets, governance, culture.

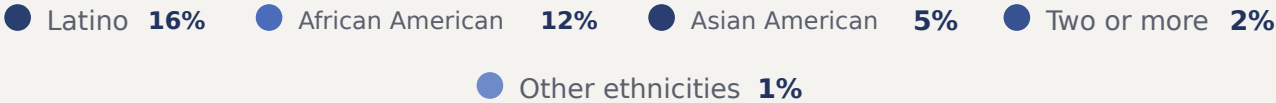
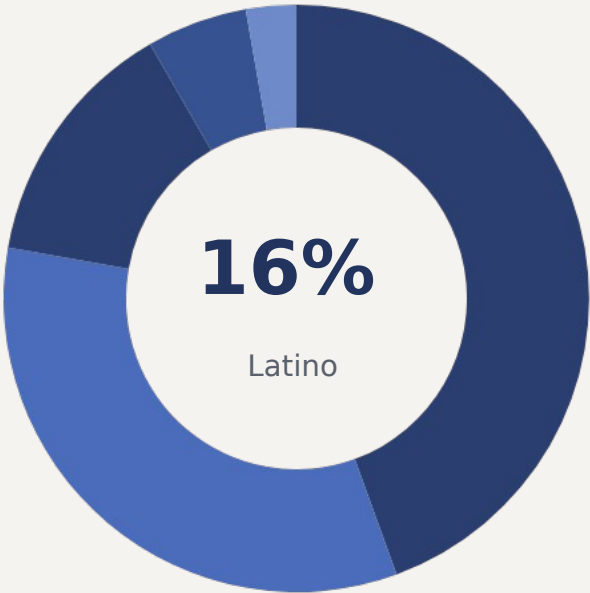
Owned By Everyone

D&I belongs to every function, not only human resources.

“Replace visions and aspirations with goals, owners, timelines, and metrics.”

Who the Market Actually Is

Book-era US population composition — historical evidence from the 2019 edition, not current data



36%
of the US population categorized
as minority

65%
minority in Miami-Fort
Lauderdale host market

72%
minority in Los Angeles County

— Old assumptions about customers, talent and "normal" no longer describe the market.

Five Moves That Make D&I Real

Replace visions and aspirations with goals, owners, timelines, metrics and consequences.

01	Define the WHY	State why D&I matters to the essential business mission, not to HR alone.	Statement
02	Name the Audiences	Identify the workforce, supplier, community and market audiences you serve or seek.	WHO
03	Set Goals With Baselines	Establish a baseline snapshot now; unanswered questions expose real data gaps.	Baseline
04	Assign Accountable Owners	Link selected executive evaluations and incentives to documented D&I results.	Ownership
05	Measure and Act	Require action plans after leaders review results; Cisco's example demanded them in 60 days.	60 days

The Big Six: A Plan of Attack

One comprehensive, adaptable framework
— six components that work only together.



1. Human Assets

Diverse voices in every room where decisions get made.



2. Image

Align public and internal perception with audiences served.



3. Supplier Diversity

Procurement as market intelligence, innovation and access.



4. Community Engagement

Adapt strategy to distinct local, regional and cultural needs.



5. Strategic Partnerships

Extend recruitment, relevance and impact through alignment.



6. Training & Development

Build the behaviors that make inclusion everyday work.

— D&I belongs to every function — not only human resources.

Human Assets: Who Is in the Room?



Every room

Staff, middle management, C-suite, boards and committees



Annual goals

Audit by level and unit; set recruitment and retention targets



22% vs 15%

Return on equity where women's share of senior roles was highest

What Does the Market See?

Align public and internal perceptions with the audiences you serve or seek to reach.



Advertising & Imagery

Test campaign imagery against the real demographics of your target markets.



Digital & Translation

Review websites, social channels and translations for cultural relevance.



Events & Community

Involve employees and communities in judging whether the message lands.



Big Six No. 3

Supplier Diversity: Spend With Strategy

Procurement is more than cost control. Diverse suppliers return market intelligence, innovation and community access money cannot buy.

Analyze the Spend

Break out spending across every division and service category.

Set Annual Goals

Commit to numeric targets for qualified diverse suppliers.

Develop the Pipeline

Add outreach, matchmaking and supplier-development programs.

Procurement decisions are inclusion decisions with a dollar figure attached.

Community: Make Inclusion Local



65%

Miami-Fort Lauderdale minority share, book era

Map Before You Act

Map each region's audiences, then set local outreach goals and toolkits.

Pilot, Then Scale

Run local pilots and partnerships; scale only what shows results.

One national D&I plan cannot serve markets this different — engage regionally.

Alignment Before Association

Association

Sponsorship by habit

- Logos and checks with no stated mission fit
- Mutual value never documented or reviewed
- No deliverables, owners, or outcome measures



Alignment

Partnership by discipline

- Every partnership tested for mission and values fit
- UPS moved Boy Scouts funding to workplace equality
- Mutual value, deliverables and risks documented
- Stakeholder communication and outcome measures defined

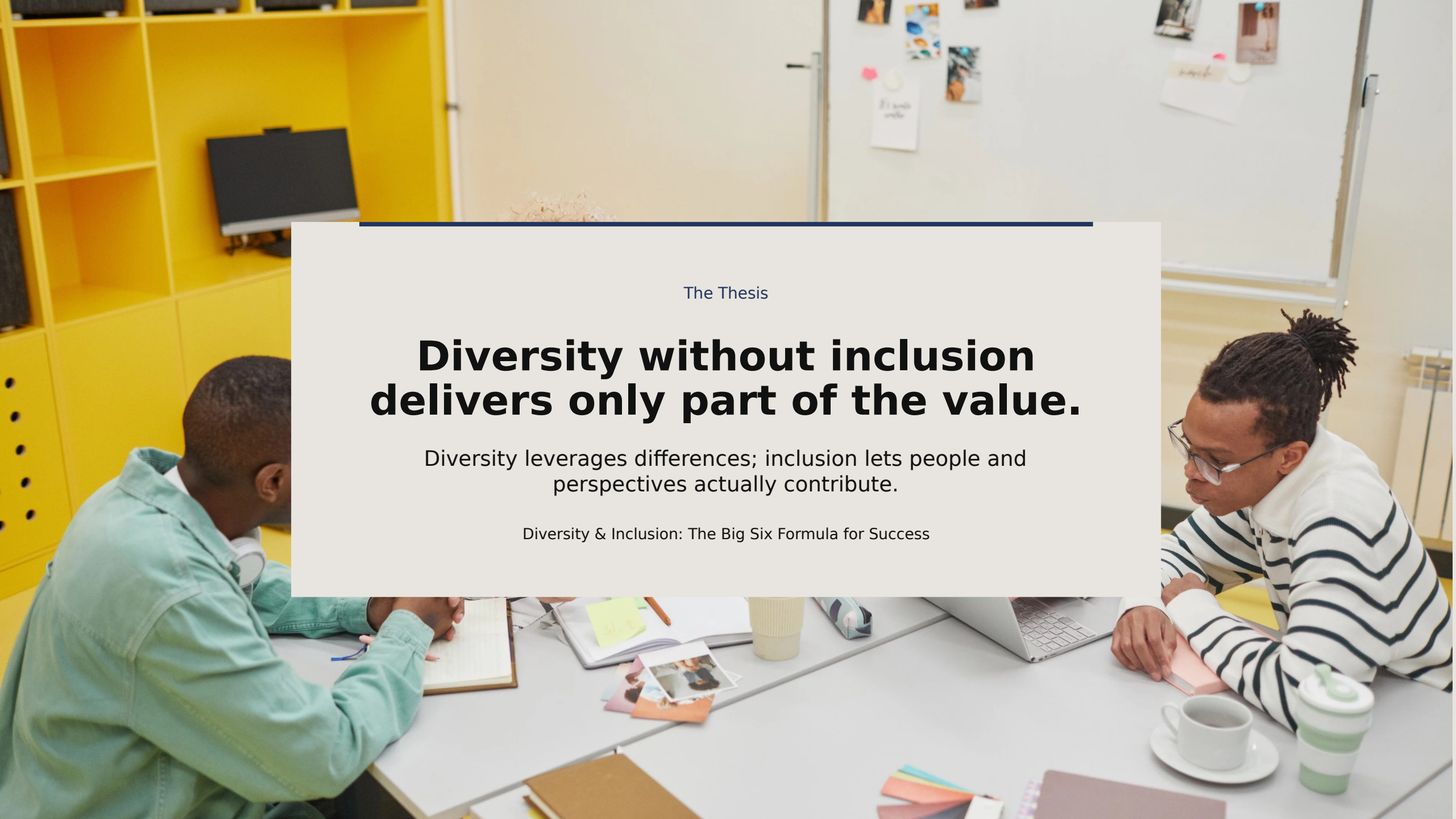
- Aligned partners extend recruitment, community intelligence and brand relevance.

Training: Build Skills, Not Checkboxes

Design learning around defined business needs, then measure what actually changed at work.



— Attendance is an input; behavior change and manager follow-through are the only proof.



The Thesis

Diversity without inclusion delivers only part of the value.

Diversity leverages differences; inclusion lets people and perspectives actually contribute.

Diversity & Inclusion: The Big Six Formula for Success

Practice, Not Posture

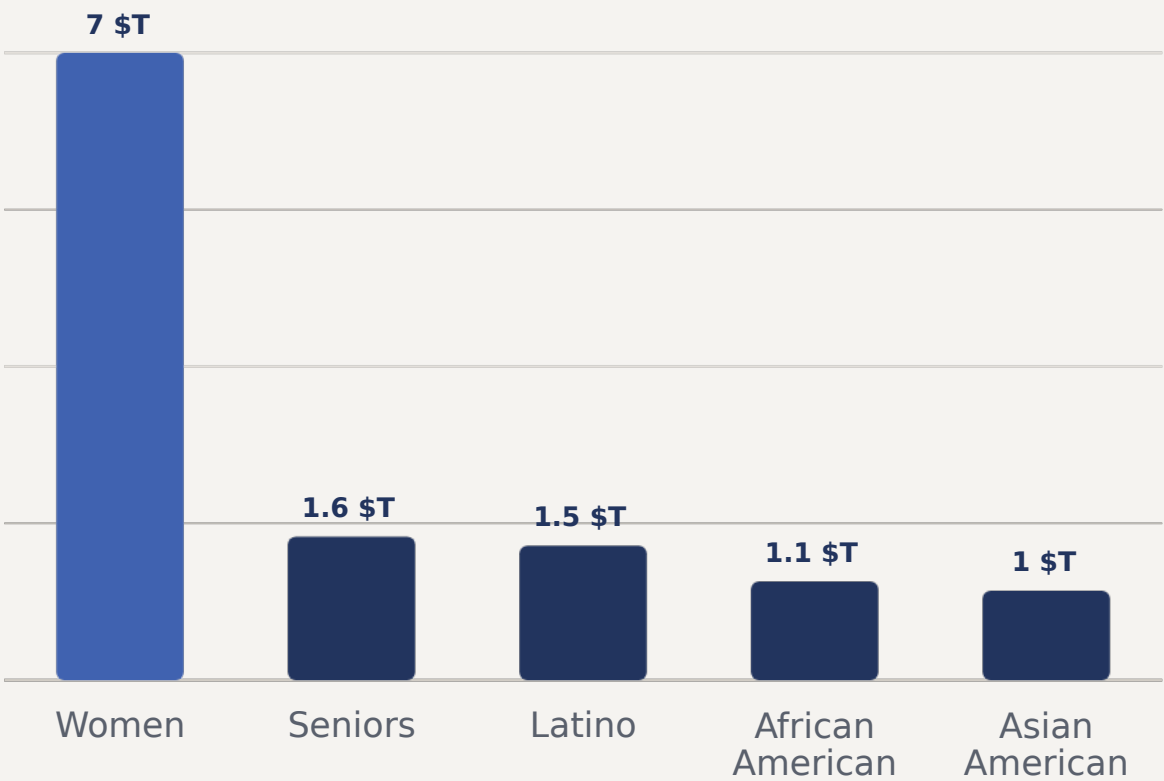
Book-era examples where inclusive practice moved products, customers and revenue.

Historical book-era cases

Company Book-era case	Big Six Lever Where it applied	Reported Result As stated in book	What Happened Inclusion in practice
Ford Human Assets	ERG referrals	\$290M in sales	Sales attributed to diverse ERG referrals
Macy's Image	Product design	\$250K first year	Quinceanera gift card, 38 stores, year one
Coca-Cola + Target Strategic Partnerships	2010 campaign	180% sales lift	Asian-consumer push in participating stores
Frito-Lay Human Assets	Employee networks	2 networks	Latino, Pan-Asian input on flavors, products
Kraft Training & Development	ERG mandate	Annual benchmarks	ERGs own recruiting, mentoring, community

The Buying Power the Book Tracked

Projected spending power by segment, as reported in the book era — context, not current data.



83%

Of consumer purchases controlled by women

60%

Of personal wealth held by women

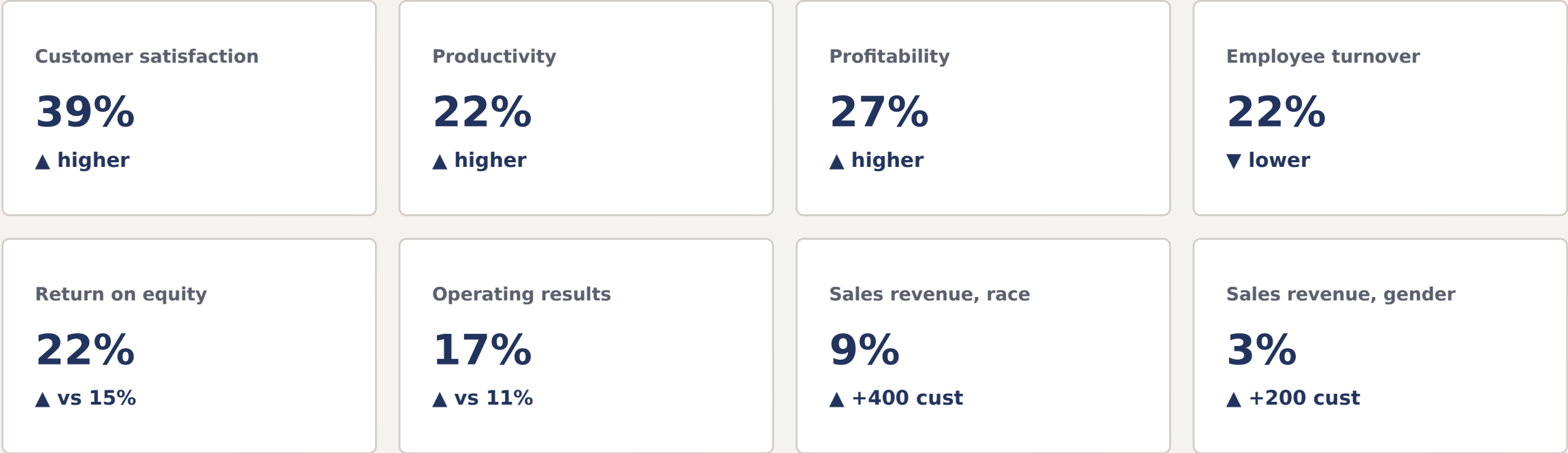
50%

Asian Americans with a BA, vs 25% overall

— Markets this large are won by organizations that understand them from the inside.

The Numbers That Built the Business Case

Historical research cited in the 2019 edition — context for the argument, not 2026 measurements



— Gallup and a 506-organization study made the case; your own baseline must now.

The Scorecard Runs on a Loop

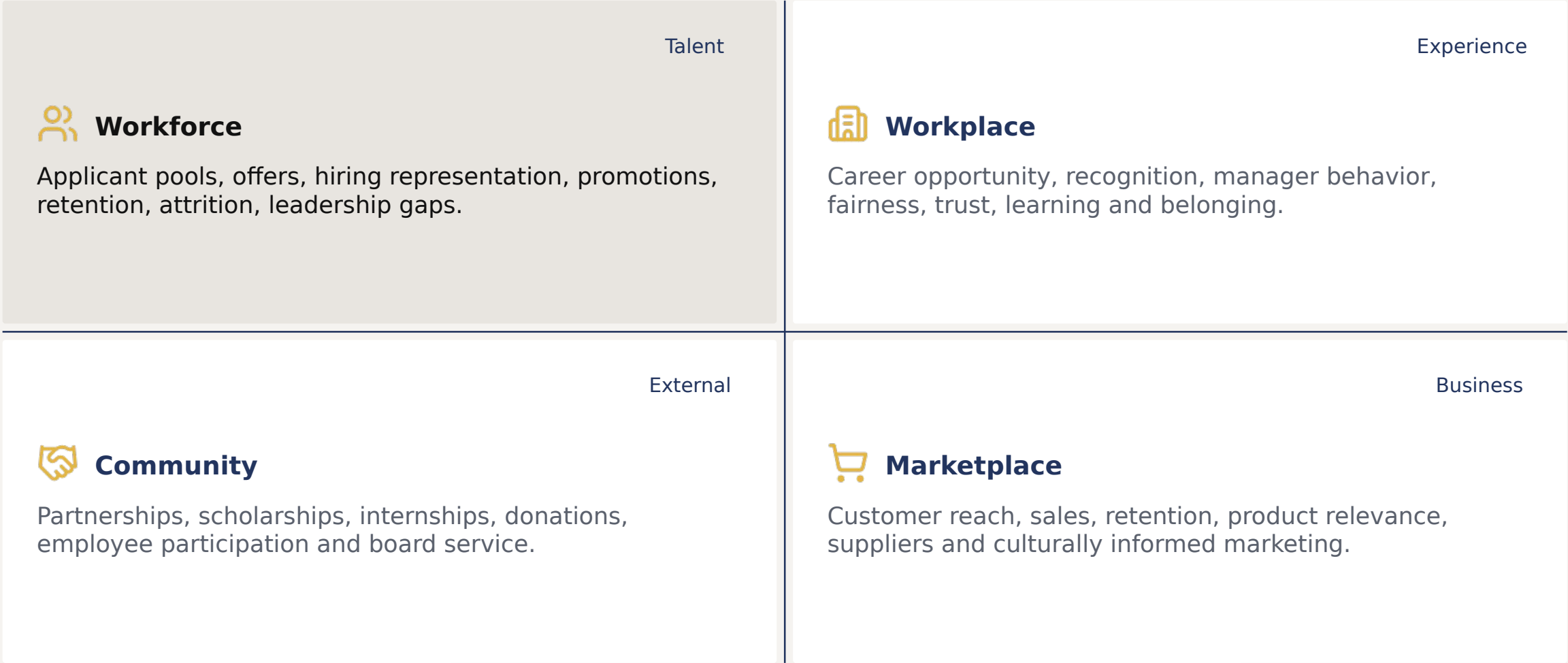
Six steps that convert D&I goals into baselines, owners, incentives and action



— A baseline taken now is useful even when the gaps in the data are the finding.

Four Lenses on Inclusion

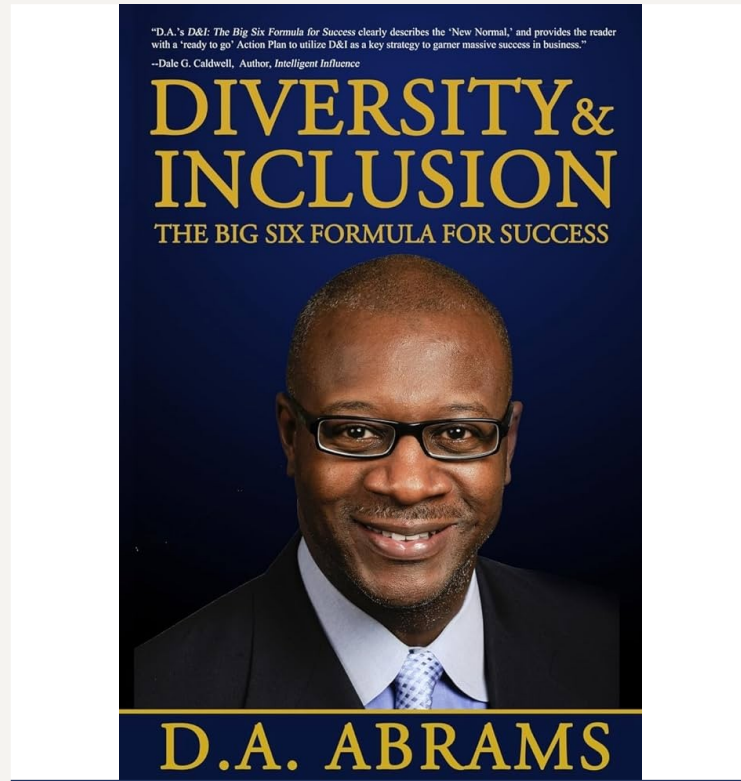
Pair representation data with engagement and experience data in every domain.



— Dashboard shows today's operations; scorecard tracks trends against business goals.

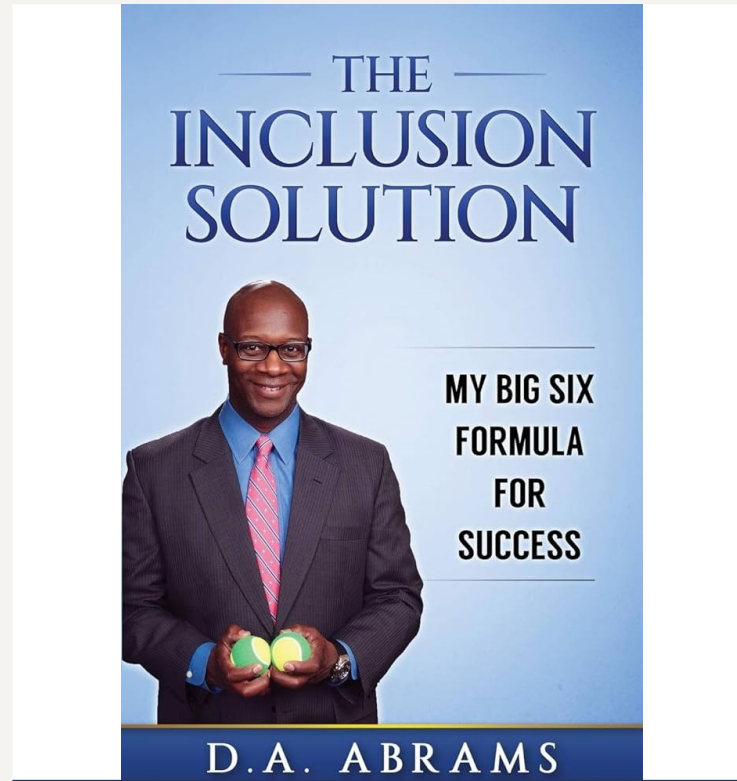
From the Big Six to the WHY Ecosystem

Same disciplines — purpose, strategy, action, accountability — now spanning a wider ecosystem



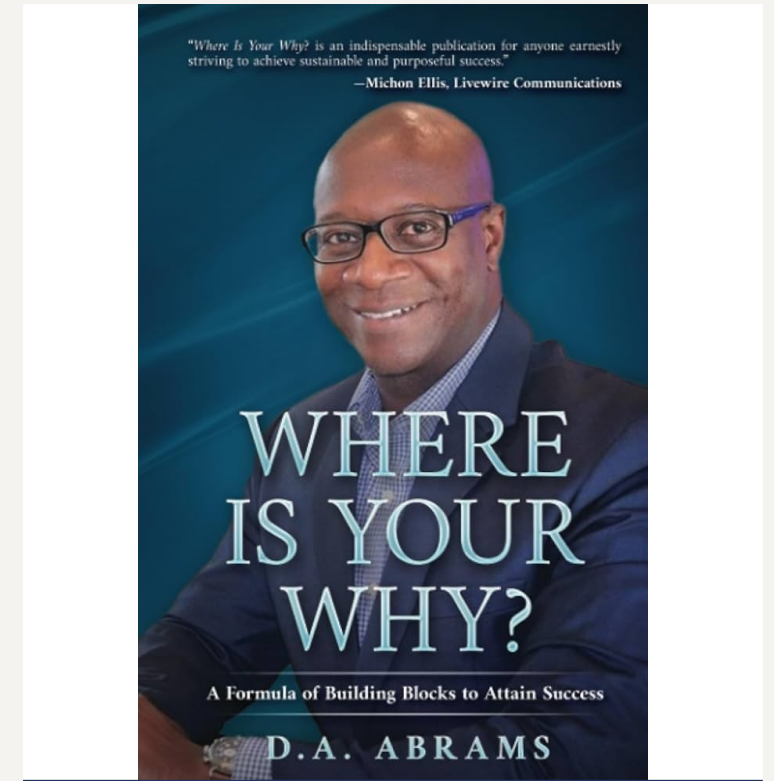
Diversity & Inclusion

The Big Six Formula for Success — the framework behind this session.



The Inclusion Solution

My Big Six Formula for Success: inclusion carried into everyday practice.



Where Is Your Why?

Blocks for purpose: start with the free five-minute WHY Assessment.

The Big Six Holds

The Formula Is More Urgent Than Ever

The world shifted dramatically after August 2019. Global reckonings, political reversals, and economic pressures have reshaped how organizations approach diversity and inclusion — but the Big Six principles have only grown more essential.

“Inclusion is not a trend to follow or a mandate to comply with — it is a business imperative that drives performance, innovation, and growth.”

— D.A. Abrams, CAE

Key Developments Since 2019

• 2020 Reckoning

From Pledge to Practice

After the global racial justice uprising, organizations made sweeping D&I pledges. The real test: turning commitments into measurable, accountable programs with named owners and dated goals.

• Belonging & Purpose

From Compliance to Culture

Leading organizations evolved beyond legal compliance toward a culture of belonging anchored in purpose — the WHY. Inclusion now spans workforce, suppliers, community, and market simultaneously.

• Political Headwinds

Navigating DEI Backlash

Legislative pressure, executive orders, and cultural resistance have forced organizations to reinforce the business case — moving from acronyms to evidence-based outcomes. The Big Six remains the answer.

• Abrams' Expansion

The WHY Ecosystem

D.A. Abrams expanded the Big Six into the WHY Ecosystem — six purpose-driven platforms (WHY-OS, Why2Wealth, Why2Time, Why2ClearPath, Why2Decision, Clarity Atlas) for whole-organization transformation.

Start Here

Diversity & Inclusion: The Big Six Formula

By D.A. Abrams, CAE — Author, Speaker,
Strategist, Coach

Everything you need lives at:

Free WHY Assessment • Online Courses • Coaching •
Books • Speaking

Your Next Three Steps

1

Take the **free 5-minute WHY Assessment** at DAAbrams.net — reveal your core inclusion purpose, your natural drivers, and the strategic bottleneck holding your organization back.

2

Join the **Diversity & Inclusion online course** at DAAbrams.net — apply the Big Six Formula at your own pace with guided instruction, tools, and accountability checkpoints.

3

Book D.A. Abrams for **keynote speaking, executive coaching, or organizational strategy** — and explore the full WHY Ecosystem of tools, courses, and platforms at DAAbrams.net.

Start Free at DAAbrams.net — Take the WHY Assessment Today.