



D.A. Abrams

Keynote Presentation

The Inclusion Solution

My Big Six Formula for Success

Inclusion as a measurable business strategy —
not a stand-alone aspiration or an HR initiative.

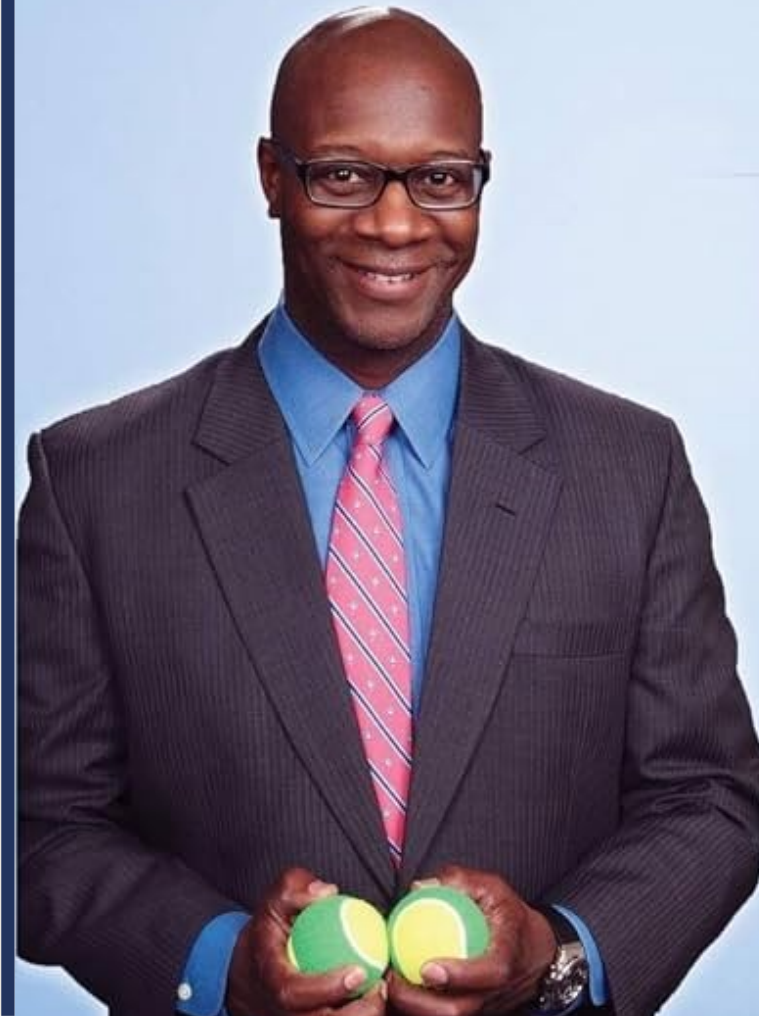
The New Normal The Case The Big Six Measurement Next Steps

Fort Lauderdale, FL

• March 5, 2026

INCLUSION SOLUTION

Inclusion & Impact Summit



MY BIG SIX FORMULA FOR SUCCESS

About the Speaker

Speaker, Coach, Strategist, Author

D.A. Abrams works with leaders as a speaker, coach, strategist and author, turning inclusion, leadership and purpose into measurable frameworks.

Six Books

Inclusion, leadership, purpose — audio, hardcover, digital

Five Online Courses

Self-paced programs, from beginner to advanced

Five Assessments

Instant-result diagnostics, incl. Big Six D&I Maturity Score

D.A. Abrams, author of The Inclusion Solution: My Big Six Formula for Success



The New Normal

Diversity spans visible and invisible difference — and reaches every stakeholder the organization touches.



Visible Difference

Race and ethnicity, gender, age and generation, ability.



Invisible Difference

Culture, background, experience, personality, beliefs.



Everyone Is Diverse

Employees, suppliers, customers, stakeholders, communities.



Retire the Old Normal

It is embedded in assumptions, policies, images, interactions.



The Cost of Standing Still

An outdated 'normal' misses talent, customers, insight, growth.

— The marketplace changed and the workforce changed; our operating systems must change too.

Diversity + Inclusion = Better Outcomes



The Business Case

- **Recruit, retain, advance talent**
Diverse pipelines feed every level, not just entry
- **Innovation and productivity**
Engagement, creativity and output all improve
- **Markets and reputation**
Reach new customers; win D&I-evaluated business



The Human Case

- **Remove barriers to opportunity**
Access stops depending on fitting an old norm
- **Respect and equitable participation**
People are heard, not merely counted
- **Contribute more fully**
Representation gets people in the room

From Aspiration to Managed Priority

One framework, two editions, and a discipline for treating book-era evidence honestly

The Inclusion Solution argues that diversity and inclusion should work as a measurable business strategy, not an HR initiative. Commitment becomes real when managed with the precision of any other priority.

Make It a Core Business Priority

Name D&I a core organizational value, write it into the business or strategic plan, and publish a D&I statement that connects to employees, suppliers, customers, and decisions.

Two Editions, One Framework

First published in 2013 as Diversity & Inclusion: The Big Six Formula for Success; the 2016 second edition, The Inclusion Solution, adds updated data, expanded demographic coverage

Translate Commitment Into Management

Broad commitment becomes operational only as goals, accountable owners, resources, timelines, measures, and incentives — the same apparatus any revenue priority receives.

Treat Book-Era Data as History

Statistics, corporate titles, and projections in both editions are book-era material, not automatically current in 2026. The framework endures; individual examples are historical unless refreshed.

— Inclusion is not a side program; it is strategy for how the company competes.

Define Your Own Solution

Tailored to the organization, never copied wholesale from another company

01

Definitions

Agree what diversity and inclusion actually mean in this organization.

02

WHY

State why D&I is essential to the core mission and business goals.

03

WHO

Analyze workforce, stakeholders, audiences, suppliers, markets; set priority groups.

04

WHAT

Name the philosophy, team, or business unit that turns intent into action.

The Big Six Formula

Six pillars that carry inclusion beyond HR into the full operating system



Human Assets

Diverse voices at every decision-making table and level



Image

The mental and visual picture audiences receive



Supplier Diversity

Procurement spend as a strategic inclusion lever



Regions & Community

Enterprise strategy adapted to local realities



Strategic Partnerships

Aligned values, mutual value, measurable outcomes



Training & Development

D&I as a company-wide capability, not an HR task

— Reach spans workforce, governance, brand, supply chain, communities, and partners.

Human Assets

Diversity in the room matters most when diverse people also influence the decision.



Voices at Every Table

Entry and support levels, middle management, C-suite, boards, committees.



Goals by Business Unit

Set annual representation, advancement and market goals unit by unit.



Accountability and Incentives

Link executive and manager evaluations and incentives to the relevant D&I goals.



Pipelines That Deliver

Targeted recruitment, scholarships, grants, stipends, mentoring, sponsorship.



ERGs as Business Resources

Use affinity groups for product insight, recruitment and candid feedback.

Image: Audit What Audiences See

Love ALL your customers at first sight —
align every channel with the communities
served.



Advertising & Key Art

Review who appears: families, ages, abilities, races, orientations.



Web & Social Media

Check language and translations; culturally apt, not surface casting.



Events & Public Presence

Publicize real progress: diverse leaders, results, community events.

Procurement as a D&I Lever

Treat supplier spending as strategy, not compliance reporting



— A diverse supplier is a source of market intelligence, innovation and community access.



Pillar 4 — Regions & Community

National Strategy, Local Credibility

Adapt the enterprise strategy to regional and cultural realities.
Analyze every location: who lives and works there

Partner with regional leaders

Set growth and inclusion goals; incentives where mandates fail

Pilot, measure, then scale

Pilot in one target market, measure, expand only what works

Engage employees locally

Volunteering, matching gifts, scholarships, internships, boards

Link philanthropy to engagement with audience-specific "How to Reach" toolkits.

Strategic Partnerships

A logo exchange is not a strategy: aligned values, mutual value, measurable outcomes.

01	Confirm Alignment	Mission, values and D&I priorities must match before any commitment.	Misaligned values
02	Define Mutual Value	State the value proposition for both parties, not just your own gain.	One-sided benefit
03	Document the Terms	Expectations, assets, deliverables and timelines written down and agreed.	Unclear scope
04	Socialize the Partnership	Brief internal and external stakeholders before it goes public.	Bad publicity
05	Agree on Outcomes	Set metrics, reporting and evaluation so the partnership is managed.	Exploitation

Training That Changes What People Do

D&I is a company-wide capability, not an HR-only responsibility.

Who learns  Audiences Skill-based learning for the C-suite, boards, middle managers, regional leaders, and all employees.	What they build  Competencies Equitable relationship-building, inclusive management, intercultural effectiveness, bridging gaps.
How it sticks  Reinforcement Manuals and contracts, ERG charters, cultural audits, surveys, and coaching keep learning alive.	How it counts  Measurement Track participation, learning, behavior change; tie every course to an identified business change.

— Awareness is not the finish line: training must improve what people know, do, and measure.

01

Part Two: From Pledge to Metrics

Measure It *or It Stays a Declaration*

Representation, pay gaps, promotion rates and attrition by group — reported quarterly, owned by named leaders.



Dashboard vs. Scorecard

Dashboard

Tactical snapshot in time

- Operational indicators, monitored at a point in time
- Supports short-term, day-to-day decisions
- Shows what is happening, not whether goals are met



Scorecard

Strategic accountability

- Tracks change over time, not a single snapshot
- Compares results against defined goals
- Supports long-term accountability and ownership

— Use either format, or a combined scoreboard: what gets measured gets funded.

The Six-Step Scorecard Cycle

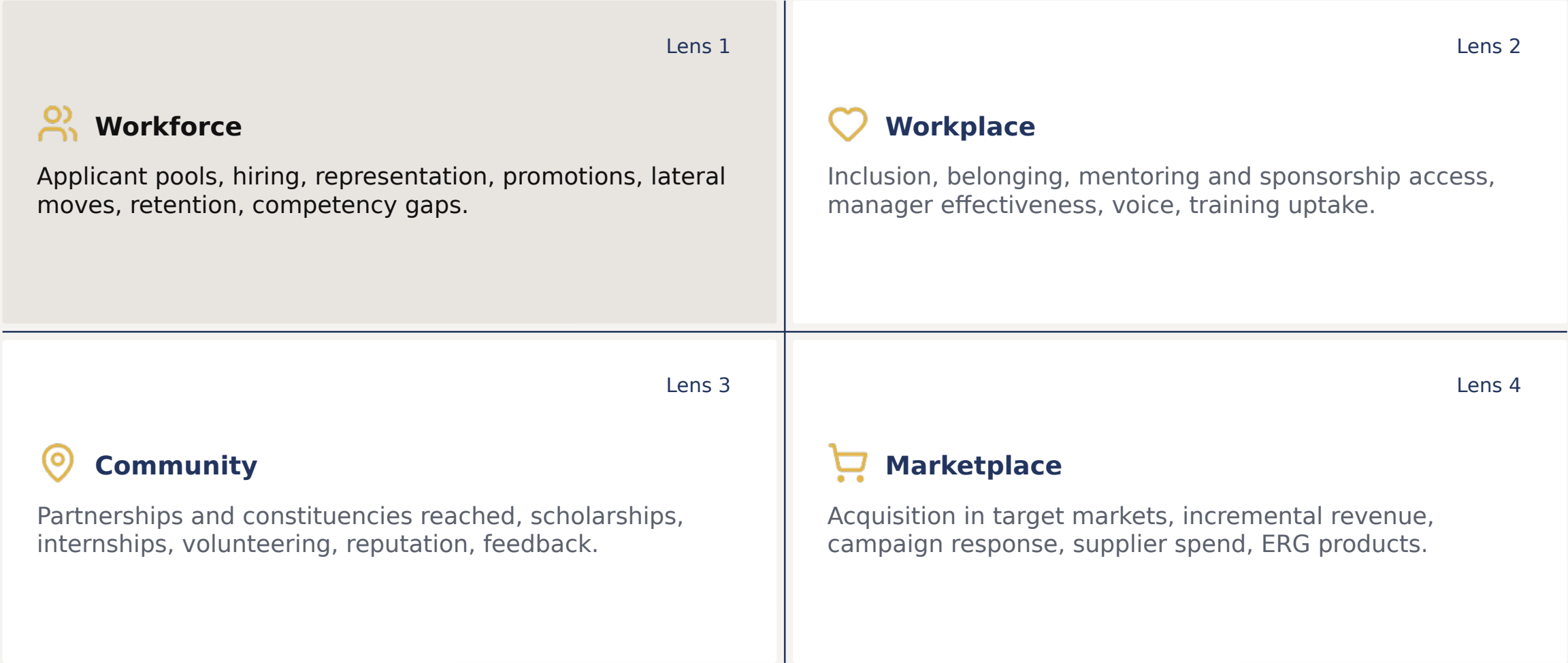
Start now, even if the first snapshot exposes missing data.



— An unanswered measurement question still names a gap in the management system.

Four Lenses on Inclusion

Track every pillar through all four, and read the results by group.



— Disaggregate the data: an overall average conceals materially different experiences.

Five Self-Paced Courses

Every course is \$299, self-paced, lifetime access; the full five-course bundle is \$1,196.

Bundle \$1,196 of \$1,495

Course Price per course	Level Prior experience	Format Modules and duration	Focus What it builds
New-School Leadership \$299	Intermediate	10 modules / 8 wks	LEADERSHIP model, transformational leadership
D&I: The Big Six \$299	Advanced	12 modules / 10 wks	New Normal, Big Six pillars, D&I Dashboard
Make It Happen \$299	Beginner	10 modules / 6 wks	Competencies, networks, strategic career plan
Where Is Your Why? \$299	Beginner	10 modules / 6 wks	Six Pillars, 12 values, 40 precepts, SMART plan
Association Mgmt \$299	Advanced	12 modules / 10 wks	Nine CAE domains, study and test-day strategy

Four professional assessments use a 1-5 Likert scale and return results and insights immediately.

Five Diagnostics, Instant Results

	Big Six D&I Assessment	Grades all six components and produces an overall D&I Maturity Score.	36 questions / ~12 min
	WHY Assessment	Identifies core purpose, natural drivers, the primary bottleneck	<5 minutes, instant result
	LEADERSHIP Assessment	Measures ten leadership competencies behind the New-School Leadership model.	30 questions / ~10 min
	Career Alignment Assessment	Measures alignment with the 12 career-advancement steps from Make It Happen.	24 questions / ~8 min
	Association Management Excellence	Benchmarks the nine CAE management domains for association leaders.	27 questions / ~9 min

D&I Since 2019 — *The Landscape Has Evolved*

November 2019

CFP Board — Managing Director

D.A. Abrams joined the CFP Board Center for Financial Planning, leading diversity, inclusion, and workforce development — applying metrics-driven, long-term D&I strategy at national scale.

2020 - 2021

Inclusion as Infrastructure

The pandemic and renewed social movements accelerated the urgency of belonging. Organizations discovered that inclusion is not a program — it is a business-critical operating system requiring accountability and measurement.

June 2022

Groundswell — Chief Operating Officer

Joined Groundswell as COO, applying leadership and inclusion expertise to community power, equitable clean energy projects, and building resilient communities — mission-driven D&I in action.

2023 — SFFA Ruling

The Legal Landscape Shifted

The Supreme Court's *Students for Fair Admissions* decision, EEOC 2025 guidance, and intensified scrutiny of corporate DEI programs underscored what the Big Six always required: measurable, equitable, legally sound design.

2025 - 2026 Imperative

Compliance Is Not Enough

Moving beyond performative commitments, leading organizations now pair equal-opportunity design with strategic accountability — talent pipelines, retention, advancement, and ROI tracking across the Big Six dimensions.

The Framework Holds

The Big Six — Still the Answer

Abrams' assess-plan-implement-measure approach anticipated today's demands. The six-pillar framework — Workforce, Workplace, Community, Marketplace plus Culture and Leadership — remains the proven strategic roadmap for sustainable inclusion.

Take the Next Step

Choose where to begin — every path leads to measurable, lasting inclusion.

01

Take a Free Assessment

Start with a free self-assessment to identify your strengths and the highest-impact areas for development — across leadership, diversity and inclusion, career alignment, or your personal WHY.



02

Enroll in a Course

Five self-paced online courses — from the Big Six D&I Masterclass to New-School Leadership to personal success formulas. Each is \$299 with lifetime access. All five available as a bundle at \$1,196.



03

Engage D.A. Abrams

Bring D.A. Abrams to your organization — keynotes, workshops, masterclasses, executive coaching, strategy intensives, organizational consulting, and custom programs available live or virtually.



Be the Inclusion *Solution*

Accountability replaces aspiration — define, assess, act, measure, and improve.

First 30 Days

Define D&I for your mission. State the business and human case. Establish a baseline across the Big Six.

Days 31-60

Prioritize the gaps the baseline reveals. Assign accountable owners with resources, dates, and success measures.

Days 61-90

Launch focused actions. Publish the review cadence across workforce, workplace, community, and marketplace lenses.

Engage The Work

Take a free assessment, enroll in the D&I Masterclass, or open a speaking, coaching, or consulting conversation at DAAbrams.net.

daabrams.net/courses — 5 online courses & bundle • daabrams.net/engagement — assessments, speaking, coaching
• 6 books • 200+ keynotes • 30+ years of expertise