



# Strategic Goals and Key Deliverables

What are the strategic goals or key deliverables for your organization, department or team?

How does your organization measure progress on these goals or deliverables?

Which are most influenced by diversity and inclusion?

Check those that apply.

Tip: These tend to be the ones most impacted by employee performance.

Choose one to two goals or key deliverables that are most influenced by diversity and inclusion.

Next, consider: if your workplace successfully became more diverse and inclusive, how could this help with achieving the goals or deliverables you have chosen?

Some known benefits of diversity and inclusion: better understanding of diverse clients/markets, financial performance, increased innovation, access to talent, lower turnover, linguistic skills, etc.

How could these impact specific goals your organization cares about?

Goal 1

Goal 2

Goal 3

Goal 4

Goal number \_\_\_\_

Goal number \_\_\_\_



# Strategic Goals and Key Deliverables

## Examples

What are the strategic goals or key deliverables for your organization, department or team?

**Goal 1**  
Reflect the community we serve.

**Goal 2**  
Increase sales by expanding into new markets.

How does your organization measure progress on these goals or deliverables?

- Number of people who participate in community outreach programs.
- Evaluation forms from participants

- Revenue from sales to new markets

Which are most influenced by diversity and inclusion?  
Check those that apply.

X

X

Choose one to two goals or key deliverables that are most influenced by diversity and inclusion.  
  
Next, consider: if your workplace successfully became more diverse and inclusive, how could this help with achieving the goals or deliverables you have chosen?

**Goal number   1**  
  
If we are better able to recruit and retain diverse staff, we will be better able to serve our community. For example, if our staff have a deep understanding of and connection to the communities we deliver outreach programs to, those programs will be better designed to meet the needs of those communities. We will also improve our ability to get the word out to those communities about our programs.  
  
If we are successful, we will see an increase in participation in our programs as well as positive feedback evaluations.

**Goal number   2**  
  
If our market development, sales, and service teams are more diverse and inclusive, we could better leverage the international experience and language abilities of the team members. That would enable us to:

- identify new market opportunities within and outside of Canada.
- have better insights into the needs of those markets.

Ultimately, this would positively impact our revenue from sales from new markets.



This tool was created by TRIEC (Toronto Region Immigrant Employment Council).

For more information about this and other diversity and inclusion resources, tools, programs and workshops, contact **Anna Kostecka** at [akostecka@triec.ca](mailto:akostecka@triec.ca) or **Rachel Crowe** at [rcrowe@triec.ca](mailto:rcrowe@triec.ca)