



NORTHWEST ARKANSAS REGIONAL DIVERSITY, EQUITY, & INCLUSION BUSINESS COHORT

The NWA DEI Business Cohort will include 20 organizations, including all five regional chambers of commerce and three small to mid-sized member businesses that each chamber recruits.

Powered by the IDEALS Institute in partnership with the Northwest Arkansas Council and EngageNWA, the NWA DEI Business Cohort is a collaborative project that gives small to mid-sized businesses resources to better serve the region's growing diversity. The project is designed to level the playing field regarding access to strategic and innovative diversity, equity and inclusion information and support. It will build DEI competencies and challenge cohort members to build a more inclusive Northwest Arkansas.

DEI knowledge/skills are sources of competitive advantage. Many small to mid-sized businesses lack resources to capitalize on these assets.

NWA DEI Business Cohort members will participate in an immersive five-month interactive learning experience designed to strengthen understanding, inspire intentionality and outfit business leaders to drive systems change.



“Organizations with an inclusive culture are 3x as likely to be high performing, 6x more likely to be innovative and agile and 8x more likely to achieve better outcomes.”

—Deloitte, 2018

This project will provide cohort members with:

- a foundational understanding of the business case for DEI, including the region's history and the human case for DEI.
- an increased ability to identify strategies for innovation and commitment to DEI practices.
- the development of an individualized DEI plan for their business and/or support for the successful execution of their current DEI plan.
- an increased commitment to community and social responsibility.
- the ability to assess key business policies and practices through a DEI framework.
- the tools and regional support to sustain their DEI efforts post-cohort.

Cohort recruits are required to be present for interactive engagements on these dates:

OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021
THU, OCT 29 1 to 3 p.m.	THU, NOV 5 1 to 2:30 p.m. Springdale: MON, NOV 16 12:30 to 2:30 p.m.	TUE, DEC 1 1:30 to 3 p.m.	TUE, JAN 5 1:30 to 3:30 p.m. MON, JAN 18 12:30 to 2 p.m. Springdale: TUE, JAN 26 9 to 10:30 a.m.	TUE, FEB 9 1:30 to 3:30 p.m. WED, FEB 10 1 to 3 p.m. FRI, FEB 12 11 a.m. to 1 p.m. THU, FEB 18 1 to 3 p.m.	TUE, MAR 2 1 to 3 p.m. THU, MAR 11 12:30 to 2:30 p.m. WED, MAR 24 12:30 to 2:30 p.m.

This project is made possible by support from:

