

The background features abstract, flowing waves in shades of red, orange, and yellow, creating a sense of movement and energy. The waves are layered and semi-transparent, with some appearing more prominent than others. The overall color palette is warm and vibrant.

# SUPPLIER DIVERSITY

A Call to Action

# THE FACILITATORS



**Simona Rabsatt Butler**  
Sn Director  
Global Sourcing

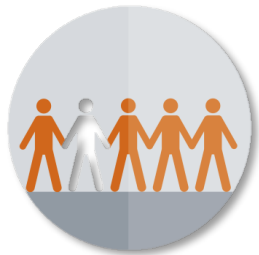


**Sydni Craig-Hart**  
CEO and Co-  
Founder

# THE IMPACT

# 84%

agree the top-rated benefit of a supplier diversity strategy is community empowerment and positive social impact<sup>^</sup>



# 41%

of Black-owned businesses (~440,000 enterprises) have been shuttered by COVID-19 compared to 17% of White-owned businesses\*



# 15%

Best practice and CPO challenge for corporate America to spend with minority-owned businesses in their direct supply chain<sup>o</sup>

**MBEs**  
Mean  
Business™

# \$4T

MBEs spend annually with corporate America<sup>o</sup>



<sup>^</sup>ANA's The Power of Supplier Diversity May 2020 White Paper

\* National Geographic July 17, 2020 online article by Rodney A. Brooks, *More than half of Black-owned businesses may not survive COVID-19*

<sup>o</sup>MBEs Mean Business What do Minority Business Owners Really Think? Video

# ANA SURVEY RESULTS

Supplier Diversity & ANA Membership



105  
surveyed

12  
interviewed

# THE OVERVIEW

## INCIDENCE

75%

have a supplier diversity strategy for their overall organization

40%

have a supplier diversity strategy specifically for their **marketing/advertising** department

## MATURITY

50%

classify the maturity of their strategy as established, meaning they have an active program, traction within the business and with leadership, winning on goals, with minimal business integration

23%

classify the maturity of their strategy as advanced

## SEGMENTS

98%

target women-owned businesses

95%

target ethnic/minority-owned businesses

## AGE

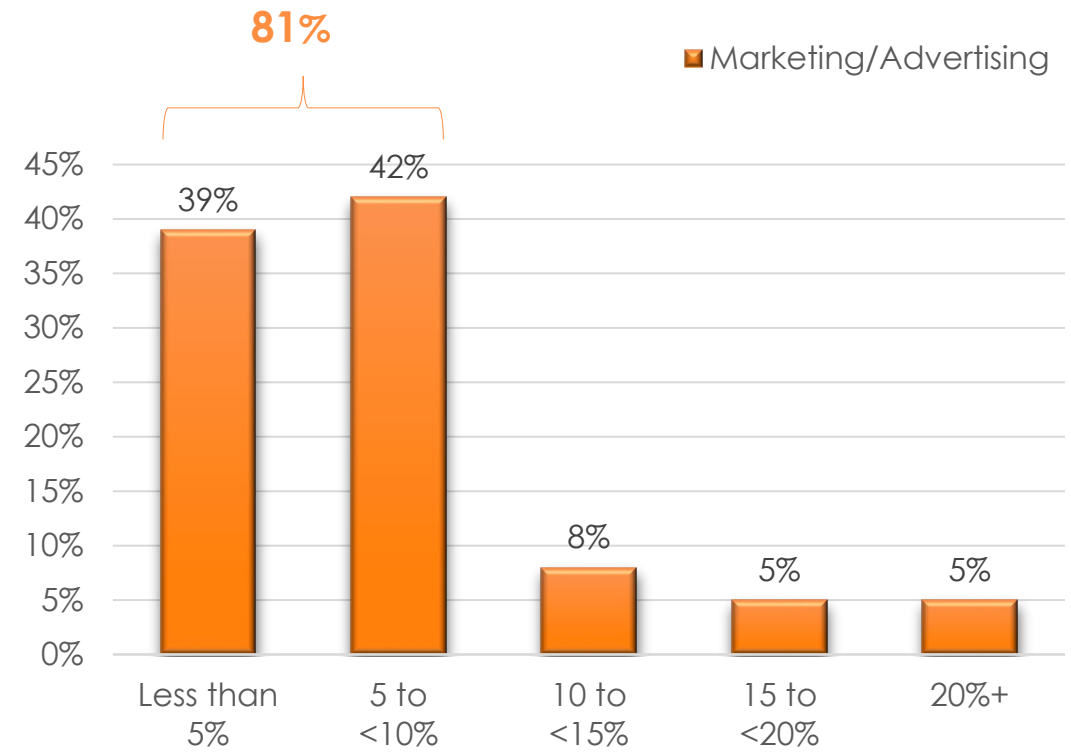
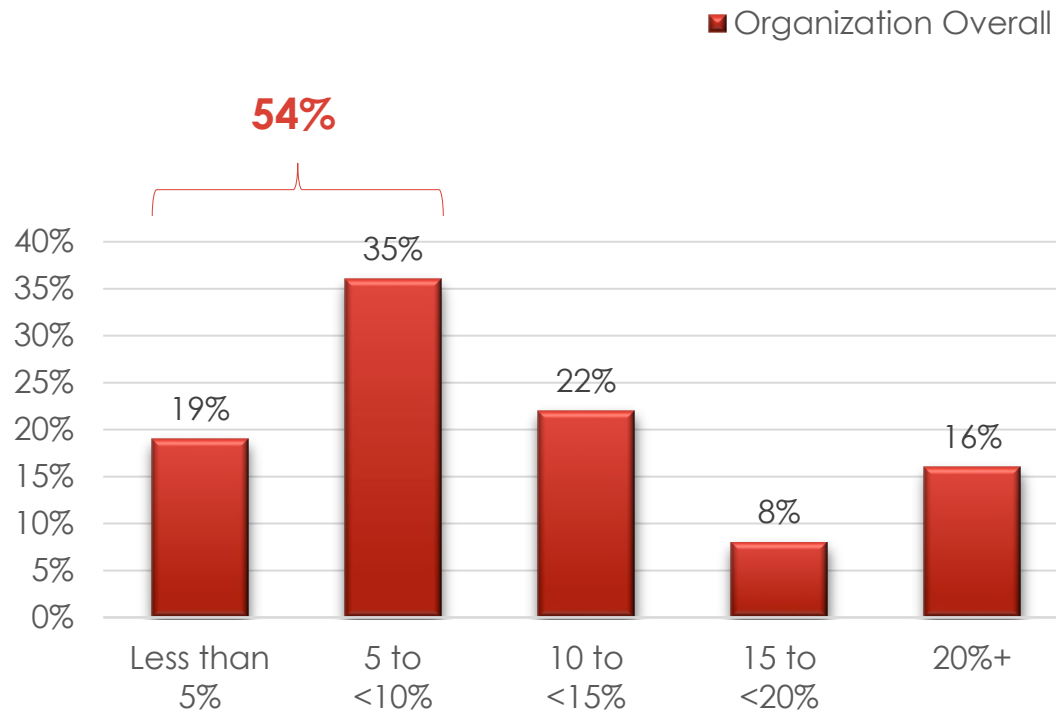
56%

have supplier diversity strategies for their organization overall for 10 years or more

41%

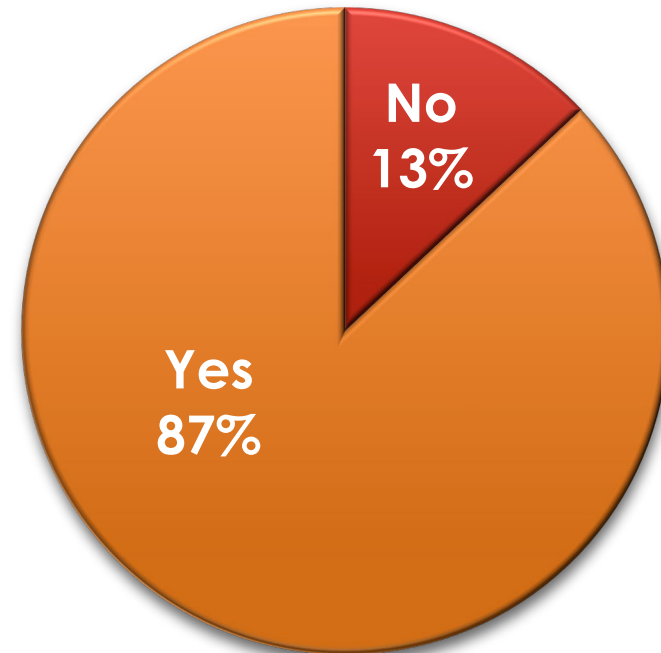
have supplier diversity strategies for marketing/advertising for 10 years or more

# PROGRAM SPEND



# SETTING GOALS

1. % of spend targets
  - “10-15% of spend with diverse suppliers.”
2. Actual spend targets
  - “\$2 billion by 2020.”
3. Spend by specific categories
  - “\$2 billion by 2020, with \$1 billion being women-owned.”
4. Include diverse suppliers in more RFPs



■ No ■ Yes

# FROM OUR PERSPECTIVE



## Supplier Diversity requires a collaborative conversation

- ✓ Start where you are
- ✓ Find allies, not just in your line of business.
- ✓ Consider together, "where can we go from here?"



## We all can advocate for diversity – no matter where we sit

- ✓ Don't focus on what you can't do or can't change
- ✓ What can you (will you) do now using the resources, relationships and visibility you do have?



## Capitalize on this unique moment in time!

- ✓ 2020 has afforded a priceless opportunity
- ✓ Survey was completed prior to current social unrest
- ✓ There's no better time than NOW!!



**Consistency + Genuine Interest = Positive Impact  
Be a Champion of Change**



**Leverage wins to build momentum and align actions with corporate goals.**



# CHALLENGE, ACTION & IMPACT

Supplier Diversity Challenges



# 1

## Visibility to opportunities to recommend diverse suppliers

**62%** of respondents find this to be the #1 challenge with including diverse suppliers in a company's ecosystem

## ACTION

### Sourcing:

1. Identify key business partners as allies and your window/door into their category
2. Attend business partner team meetings, town halls, etc. for earlier awareness
3. Host your own *Coco, Coffee and Conversations* to proactively engage business partners

### Diverse Suppliers:

1. Make it easy for diversity advocates to showcase your capabilities
2. Create and share case studies from projects with other clients
3. Stay connected to what's happening internally

# 2

## Finding Diverse Suppliers

**54%** of respondents find this to be the #2 challenge with including diverse suppliers in a sourcing exercise

## ACTION

### Sourcing:

1. Leverage local Advocacy Groups: NMSDC, WEBENC, NGLCC, NVBDC, etc.
2. Googling never hurt and is still a good start
3. Consider local chambers of commerce, LinkedIn groups, industry peers, supplier diversity professionals and diverse suppliers currently in your ecosystem

### Diverse Suppliers:

1. Stay visible. Regularly publish relevant content to stay top of mind.
2. Be patiently and graciously persistent.
3. Do your own research and outreach. Ask for introductions.

# 3

## Explaining the value of Diverse Suppliers

**43%** of respondents find this to be the #3 challenge with including diverse suppliers within their company's direct supply chain

## ACTION

### Sourcing:

1. Ensures your supplier ecosystem reflects the face of your consumer and employees
2. The right thing to do, when activating diversity, inclusion and equity within a company
3. Be a positive economic ripple effect in our communities, states and country. It sets us all up for success!

### Diverse Suppliers:

1. Be clear, succinct and relevant in your messaging.
2. Focus on the specific problems you solve.
3. Walk your talk — showcase how you are creating economic impact with your company spend.

# 4 Staffing resource allocation

**40%** of respondents find this to be the #4 challenge in finding success when diversifying a company's ecosystem

## ACTION

### Sourcing:

1. Typically a single lead or small team anchoring company's goals, accountability and consistency
2. Regardless, we're **ALL** in this together
3. Partner for success - marketing, sourcing and suppliers - it's a team effort

### Diverse Suppliers:

1. Be aware that supplier diversity teams typically have limited resources.
2. Companies have varying degrees of sophistication with their program. Understand how program works and act accordingly.
3. Do your own research to find points of contact.

# 5

## Leadership buy in

**36%** of respondents find this to be the #5 tied challenge in finding success when diversifying a company's ecosystem

## ACTION

### Sourcing:

1. Educate yourself and leverage the data.
2. Understand the direct, indirect and induced impact diverse suppliers have on a community.
3. Tie supplier diversity strategies to your company's strategies for growth, innovation and fiscal opportunities

### Diverse Suppliers:

1. Share your story.
2. Explain how supplier diversity has positively impacted your small business and your community.
3. Say thank you to the professionals who advocate for you AND say thank you to their boss for supporting them.

# 5

## Diverse Suppliers are more Expensive

**36%** of respondents find this to be the #5 tied challenge in finding success when diversifying a company's ecosystem

## ACTION

### Sourcing:

1. Fact, fiction or fake news? Fairly assess vs. make assumptions
2. Debunk this challenge and leverage your skills of persuasion to influence diversification
3. Use your BATNA for success, align on financials that benefit both parties, negotiate the best deal

### Diverse Suppliers:

1. Invest in understanding your client's culture and business model to find your fit.
2. Create flexible pricing models.
3. Work with your clients in phases.

# THE CPO CHALLENGE\*

**1**

## **Objective Assessment**

Have your Supplier Diversity program realistically assessed by a 3<sup>rd</sup> party

**2**

## **Collaborative Growth**

Partner with diverse suppliers in direct supply chain to define growth opportunities

**3**

## **MBE Investment**

Invest in an established, reputable MBE fund:

1. Clear Vision Impact Fund or
2. Minority Wealth Commission/  
FVLCRUM Fund



# THE RESOURCES

- ANA Resource List of Certified Diverse Suppliers (Marketing/Advertising)
  - [ana.net/diversesuppliers](http://ana.net/diversesuppliers)
- MBEs Mean Business
  - [mbesmeanbusiness.org](http://mbesmeanbusiness.org)
- Clear Vision Impact Fund
  - POC = Arion Williams, [awilliams@siebertwilliams.com](mailto:awilliams@siebertwilliams.com)
- Minority Wealth Commission/FVLCRUM Fund
  - POC = Dana Schomp, [ds@fvlcrum.com](mailto:ds@fvlcrum.com) or Chijioke Asomugha, [ca@fvlcrum.com](mailto:ca@fvlcrum.com)





# QUESTIONS