



## IDEA – Inclusion, Diversity & Equity Alliance

**Overview:** Formed in Jan 2021, Meet once a month (virtually), Members take turns to host, share information & resources, Invite experts, speakers & consultants to share DEI content.

**Purpose:** To support diversity, equity and inclusion initiatives at SMG.

**Mission:** The mission of the Inclusion, Diversity and Equity Alliance (IDEA) is to foster an inclusive culture for all SMG employees. Through research and external partnerships, IDEA will develop and advise SMG on best practices related to diversity, equity and inclusion. IDEA will oversee the implementation of measureable initiatives which intentionally promote a collaborative environment. The core goals of IDEA are: to attract and retain the best talent, to value and respect diversity of all life experiences and perspectives, and to encourage a culture of belonging through courageous conversations and bold leadership.

**SMG Group Lead:** Michelle Carr

**ALL ARE WELCOME!**