

Answer the questions in each section of this template to give you a good start at building your case for diversity. Remember, your business case does not need to be lengthy, just impactful. A few key pieces of information in each section that will help get your point across may be more impactful than a lengthy report.

STATE THE ISSUE

What are the issues? Why should your company care about creating a diverse and welcoming workplace now?

PROPOSE A SOLUTION

Describe the actions you want to take. Try not to take on too much at once. Choose a few actions that are reasonable to complete in the timeframe you have.

- 1.

- 2.

- 3.

TOOLKIT RESOURCE #2

Building a Business Case for Diversity Template

For each action, estimate what taking these actions will cost. Make a list of resources you will need to take these actions and show how the actions will address the issues.

	Resources Needed	Estimated Cost	How actions address issues stated above
ACTION 1:			
ACTION 2:			
ACTION 3:			

Take the Diversity Assessment on page ix of the toolkit to help you see where to focus your energy. The Action Plan on page 8 will help you create a summary of your goals and the actions your company decides to take to become more diverse and welcoming.

OUTLINE THE RISKS

What risks does your company face if you do not take action to address the issues?

What legal risks do you face if your company does not become a diverse and welcoming employer?

How would it affect your ability to attract new employees?

These resources tell you what the law says about diversity in the workplace, and the risks you face when your company does not create a workplace that is diverse and welcoming:

- Canadian Human Rights Commission
<http://www.chrc-ccdp.ca/>
- Nova Scotia Human Rights Commission
www.humanrights.gov.ns.ca

How would it affect your clients?

HIGHLIGHT THE BENEFIT

How does your company benefit from taking this action?

Business Case:

Show the financial benefits of becoming a more diverse and welcoming company.

Moral Case:

If equity and fairness are part of your company's values, mission, and vision, show how you promote these principles when you become a diverse and welcoming workplace.

Legal Case:

Outline the benefits of being proactive. Show how you benefit from meeting the legal responsibilities around human rights issues such as accommodation, harassment, and discrimination.