



**MASTERING**  
CULTURAL DIFFERENCES

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## How to Ensure Your Website Is Supporting Your Organization's Commitment to Diversity

1. Assess Your Organization's Mission and Vision Statement
  - Is diversity mentioned in your organization's mission and vision statements? How would you evaluate these statements?
  - What are the implications of having/not having diversity mentioned in your mission and vision statements?
2. Assess Your Organization's Commitment to Diversity
  - Does your organization provide a document describing its commitment to diversity? n? What does including/not including this on the Website suggest?
  - How would you evaluate your organization's commitment to diversity based on the documentation you found?
3. Assess Your Organization's Careers or Employment Opportunities Page
  - How is diversity presented on its "Careers" or "Employment Opportunities" page?
  - What do you think of what you see? Would "diverse" candidates feel inclined to apply for a position in your organization? Do they see themselves represented (at least, on this page)?
  - How would you evaluate this page? Does it meet your organization's intent to attract more diverse candidates?
4. Assess the Visual Images You Find in Your Organization's Website
  - Evaluate not only the Website text/copy but also the context of each message. Does it use diverse visual images on pages other than those specifically discussing diversity? If so, what does that mean?
5. Conduct an Overall Website Analysis
  - Search for other references to "diversity" throughout your Website, e.g., in community service, philanthropy, press releases, awards, etc. What do you see? What do you make of it? How comprehensive does your company's commitment to diversity appear to be?