

Insight

Action

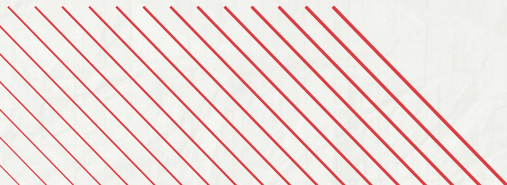
 Q2 Current Events Data



People aren't asking companies to solve economic instability — they're asking them to show up.



WHAT CAN YOU DO?

- ✦ Demonstrate how your corporate priorities reflect awareness of the situation and serve the people most affected.
 - ✦ Audit your messaging so that your initiatives tie back to what people are *actually* worried about.
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Public support for DEI is there, but
uncertainty remains on how companies
should communicate about it.

WHAT CAN YOU DO?




- ✦ Gauge your audience's current perception of DEI to ensure any messaging reflects *their reality*, not just your intent.
- ✦ Focus on tangible actions and real-world relevance — not just values — to reach those who need to see impact before they engage.



Communicating without clarity on DEI initiatives can introduce risk.



WHAT CAN YOU DO?

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- ✦ Before communicating, assess whether your organization has a clear, credible, and well-understood DEI story to tell.
 - ✦ When you have alignment on a credible narrative, pressure test it and engage your influencers when and where appropriate.
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