

The Building CommUNITY Pledge

We recognize that Diversity, Equity, and Inclusion (DEI) are multifaceted issues and that we need to tackle these subjects holistically to better engage and support all underrepresented groups within our business. We agree that we must do more to make North Iowa more inclusive. This means committing to four goals we believe will catalyze further conversations and actions around DEI within the workplace and the North Iowa region:

We will continue to make our workplaces trusting places to have complex, and sometimes difficult, conversations about DEI: We will create and maintain environments, platforms, and forums where our people feel comfortable reaching out to their colleagues to gain greater awareness of each other's experiences and perspectives. By encouraging an ongoing dialogue and not tolerating any incongruence with these values, we are building trust, encouraging compassion and open-mindedness, and reinforcing our commitment to a culture of inclusivity.

We will implement and expand unconscious bias education: Experts tell us that we all have unconscious biases -- that is human nature. Unconscious bias education enables individuals to begin recognizing, acknowledging, and therefore minimizing any potential blind spots he or she might have, but wasn't aware of previously. We will commit to rolling out and/or expanding unconscious bias education within our companies in the form that best fits our specific culture and business. By helping our employees recognize and minimize their blind spots, we aim to facilitate more open and honest conversations.

We will share best—and unsuccessful—practices: whether we have current DEI initiatives or are just starting to develop our strategies, we will commit to helping other companies evolve and enhance their current diversity strategies and encourage them, in turn, to share their successes and challenges with others.

We will create and share strategic inclusion and diversity plans with our company leadership. We will work with our owners, board of directors, or equivalent governing bodies, through the development and evaluation of concrete, strategic action plans to prioritize and drive accountability around DEI. Given the shared responsibility for driving strategies that help companies thrive, leadership plays an important role in driving action together to cultivate inclusive cultures and talent. We also pledge to create accountability systems within our organization to track our progress.

We recognize these four commitments are not the complete answer, but we believe they are important, concrete steps toward building more diverse, equitable, and inclusive workplaces. As a member of the Chamber of Commerce, we stand ready to come together to make good on the inherent promise that all workers in North Iowa should be able to bring their best selves to work and unleash their full potential.

Signed

Dated