

From Diversity Basics to Advanced Belonging



Typical EDI efforts leave *a lot* to be desired:



Fear of getting it wrong



One-off efforts that don't stick



Lack of data and vision to guide change



Focus on policy over relationships

At Anima Leadership, we do things differently.

We're ready to take the fear out of EDI work with **compassionate, scientific support for every step of your equity, diversity and inclusion journey ...and all without shame or blame.**

About Anima Leadership

Anima Leadership is an **equity, diversity and inclusion (EDI) consulting firm** with a compassionate approach to racial justice work. With decades of experience, our comprehensive audit tools, data-backed training and expert-led coaching programs are road-tested and proven to make an impact.

Annahid Dashtgard and Shakil Choudhury founded Anima Leadership in 2007 to offer innovative organizational change and training solutions to nurture inclusive, high-performing teams and workplaces. Anima's signature **Deep Diversity® approach**—based on the bestselling book [*Deep Diversity: A Compassionate, Scientific Approach to Racial Justice*](#)—has been used to teach thousands of leaders from hundreds of organizations to transform their environments and create inclusive workplace cultures without shame or blame.



What is an EDI audit?

An EDI audit is a **process that assesses your organization's EDI strengths and weaknesses** by analyzing demographic, policy and employee experience data. This data is a critical part of understanding your organization and helping to create a more inclusive culture. An effective audit can help you bridge the gap between where you are and where you want—and need—to go.

The business case for equity, diversity and inclusion is [stronger than ever](#). EDI audits can help you focus on areas for improvement to **save time, money and employee morale** by identifying recurring problems and creating long-term solutions.

An EDI audit can also help you develop a **strong understanding of your current performance and a strategy to improve it**, so that you can track the impact of your efforts over time as your systems change and your organization becomes more inclusive.



System problems need system solutions...that's where we come in.

Racism, sexism, ableism, heterosexism and other forms of discrimination are systemic problems...and EDI audits offer **systems-based solutions**.

We know the first step to an environment where everyone matters and belongs is collecting the critical information your organization needs to help map your unique EDI journey—but it's not the only step.



In addition to our [Deep Diversity® audits](#), Anima Leadership offers **full-service EDI solutions**: [courses and coaching opportunities](#), [custom consulting](#), [organizational change management](#) and more. With online and in-house options available, let us help you get from *recognizing* your areas of improvement to actually *improving* them.

As equity, diversity and inclusion become more important than ever before, you can trust Anima Leadership to help you achieve your EDI goals with **experience, compassion and expertise**.



Why choose an Anima Deep Diversity® audit?

Inequity is a system problem. Choose an audit that is part of a **systems-based solution**.

Most so-called EDI (equity, diversity and inclusion) audits are really glorified employee engagement surveys, combining basic demographic data and workplace experiences rather than focusing on the larger systems that can lead to that exclusion. Anima Leadership's Deep Diversity® audits are more than just a social inclusion survey—they offer **true systems analysis as part of a full-system solution**.

Based on real intelligence drawn from decades of experience in equity, diversity and inclusion work, Anima offers **audit tools AND the support and experience to make them work** in your organization. While we offer third-party audits services for organizations with the time and budget, we have designed the next best thing for everyone else: automated, cost-effective assessment tools built on our deep experience of running third-party EDI audits for organizations of all sizes and in all sectors.

For example, a comparison between our Deep Diversity® Organizational Audit from other EDI assessment tools on the market:

| Features | Others | Anima |
|---|-------------------------|-------------------------|
| Online assessment tool | Survey with 5 questions | Audit with 42 questions |
| Demographic questions | 6 - 10 Questions | 14 Questions |
| Ability to monitor and compare scores to track growth year over year | ✓ | ✓ |
| Automated final report with ability to crosstab results by demographics | ✓ | ✓ |
| A Communications and Engagement Toolkit | ✓ | ✓ |
| Team Discussion Questions for analyzing results | × | ✓ |
| Multi-year EDI Action Plan template | × | ✓ |
| Best practice recommendations based on 25+ years in the field | × | ✓ |
| Designed and delivered by award-winning EDI experts and practitioners | × | ✓ |
| Supported by a full suite of EDI courses and coaching opportunities | × | ✓ |

Assessing your organization is the first step. Continue the rest of your journey with Anima's **ecosystem of support** including our training courses, coaching opportunities, expert analysis or customized consulting.





Deep Diversity[®] Organizational Audit

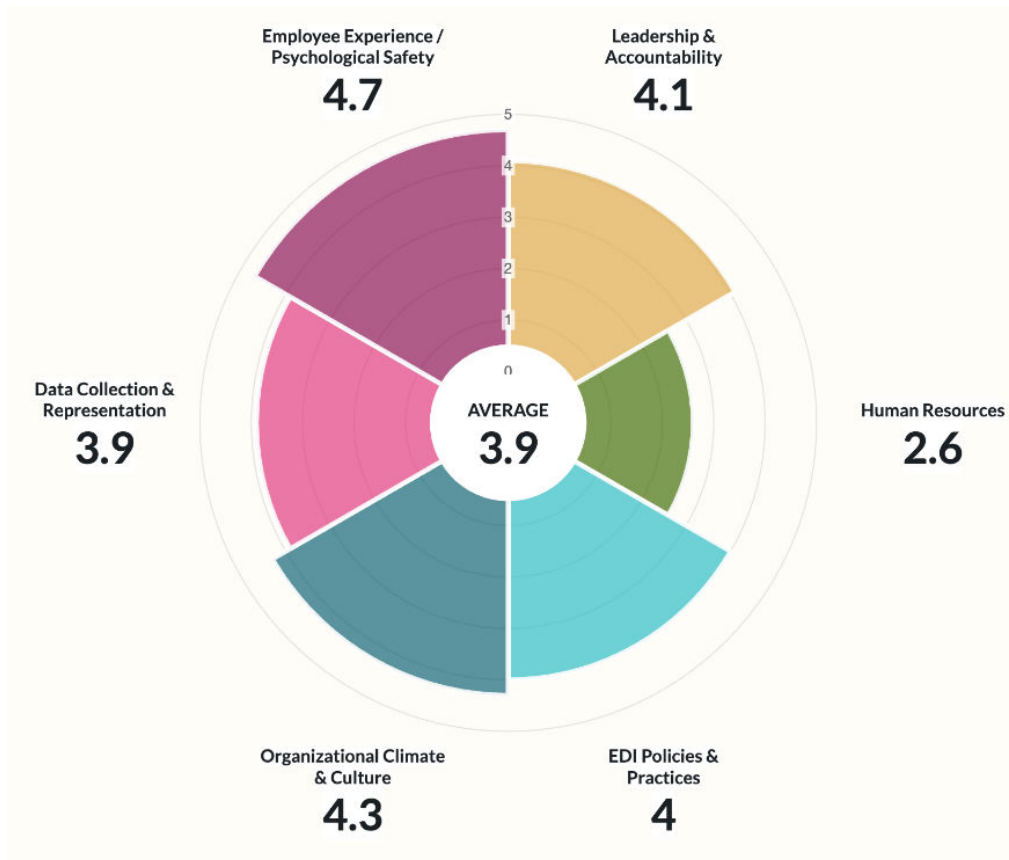
OVERVIEW

The **Deep Diversity[®] Organizational Audit** is our **most comprehensive self-assessment tool**. This thorough audit process allows organizations to compile responses about key EDI considerations from an unlimited number of staff at all levels. The **Deep Diversity[®] Organizational Audit** includes:

- A **56-question survey** that can be used to gather data from an unlimited number of staff;
- An **average EDI Score** which can be tracked across time to assess organizational growth;
- The ability to **cross-tab results and data** according to staff position, race and gender;
- **Step-by-step instructions and templates** to ensure staff buy-in and engagement;
- A **detailed planning guide** for next steps forward.

TRACK YOUR OVERALL EDI SCORE

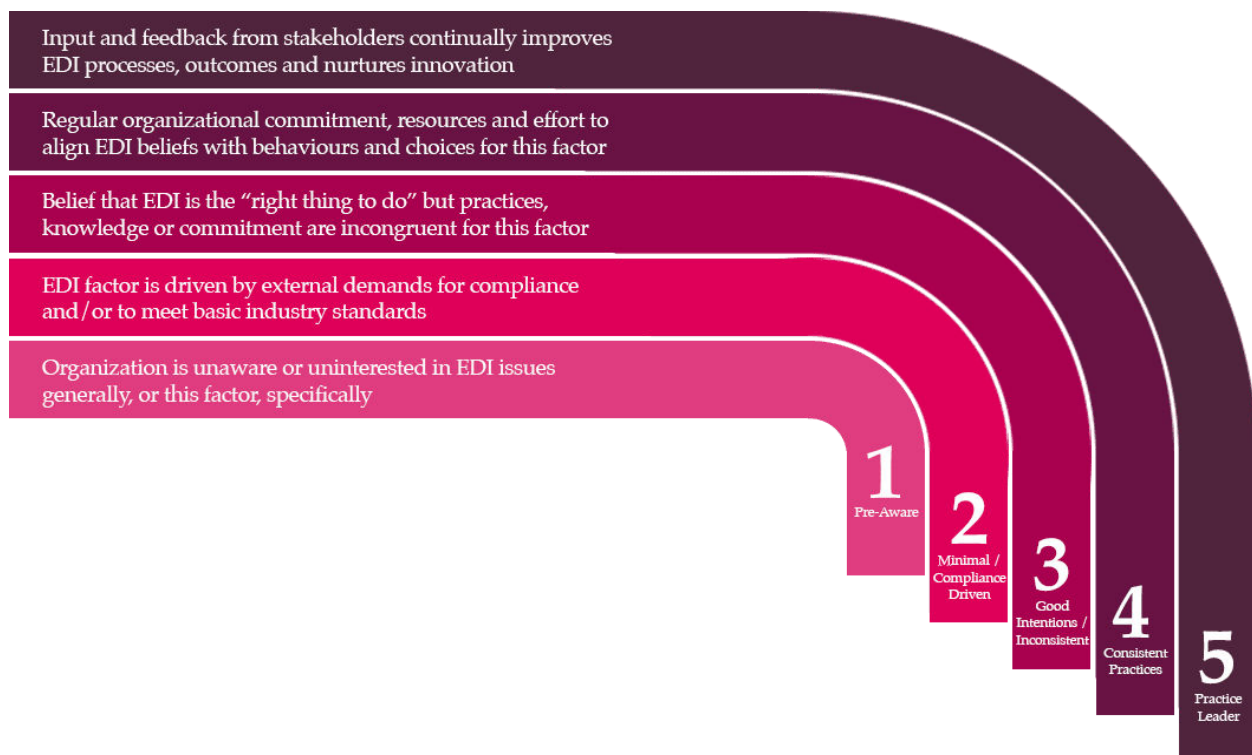
The questions cover **six key categories** relevant to equity, diversity and inclusion: our most comprehensive set of equity and inclusion-related benchmarks.



SCORE RESULTS BY CATEGORY

This online instrument was designed to make EDI Audits accessible to small and mid-sized firms, but can be completed anonymously by **an unlimited number of stakeholders** from across your organization to provide a solid analysis of EDI strengths/weaknesses analysis.

A detailed report then provides a breakdown of responses and results, including a demographic overview, best practices for each EDI priority area, and category-by-category results scored from 1-5 according to the **Deep Diversity® Inclusive Workplace Continua**:



DEVELOP A COMPLETE EDI PLAN IN AS LITTLE AS 6 MONTHS

It **often takes organizations two to three years** to move from starting their inclusion journey to creating a useful equity and inclusion plan, as leaders first go through the necessary process of recognizing “what they don’t know”. This long time frame can be frustrating for staff, leadership, and other stakeholders, leading to more issues which delay progress even further.

The **Deep Diversity® Organizational Audit** accelerates this painstaking process by starting with invaluable information and insight into your organization’s unique needs. Paired with detailed guidelines for next steps, templates for strategic planning, discussion guides and more, the **Deep Diversity® Organizational Audit reduces this timeframe to an average of six months.**



Which Deep Diversity® audit is right for me?

Finding the right EDI audit for your organization can be the key to success.

At Anima Leadership, we can help you find the Deep Diversity® audit that will:

- Meet you where you're at in your equity, diversity and inclusion journey;
- Match the needs of your organization;
- Fit within your budget, workplace structure and timeframe;
- Set you up for short-term and long-term success.

Learn more about our **three Deep Diversity® audits** below:

| Features of the Deep Diversity® Audit | DD Solo Snapshot | DD Leaders' Snapshot | DD Organizational Audit |
|---|------------------|----------------------|-------------------------|
| Number Of Questions | 7 Questions | 15 Questions | 56 Questions |
| Recommended Number Of Users | Single User | Up To 25 Users | Unlimited Users |
| Estimated Survey Completion Time | 5 Minutes | 5-10 Minutes | 30-40 Minutes |
| EDI Best Practices | ✓ | ✓ | ✓ |
| Compiled Scores | × | ✓ | ✓ |
| Planning/Discussion Guide | × | ✓ | ✓ |
| Participant Demographic Overview | × | ✓ | ✓ |
| Results Cross-Tabbed By Position, Race & Gender | × | × | ✓ |
| Detailed Results Breakdown By Category | × | × | ✓ |
| Team Discussion Questions | × | × | ✓ |
| Communications and Engagement Toolkit | × | × | ✓ |
| EDI Action Plan / Template | × | × | ✓ |
| Timeline For Completion & Results | Instant | Two Weeks | Two Months |
| Cost | FREE | \$39.99 USD/ User | Starting at \$10K USD |



Ready to learn more? [Book a free consultation with our team.](#)

