



**POCONO MOUNTAINS**<sup>SM</sup>  
VISITORS BUREAU

**Let's Get Started:  
Developing a DEI Strategy**  
Presented by: Dr. Damary M. Bonilla-Rodriguez



**POCONO MOUNTAINS**<sup>SM</sup>  
VISITORS BUREAU

**Let's Get Started:  
Developing a DEI Strategy**  
Presented by: Dr. Damary M. Bonilla-Rodriguez

# Define Strategy

- Mission is about what will be achieved.
- Value network is about with whom value will be created and captured.
- Strategy is about how resources should be allocated to accomplish the mission in the context of the value network.
- Vision and incentives is about why people in the organization should feel motivated to perform at a high level.
- Together, the mission, network, strategy, and vision define the strategic direction for a business.

Source: <https://hbr.org/2007/09/demystifying-strategy-the-what>

# Consider

- Why is developing a strategy critical to launching and elevating your organization's DEI efforts?

# Create a DEI Strategy

- Identify your organization's DEI needs and direction:
  - \*Efforts considered
  - \*Efforts implemented
  - \*Successes
  - \*Challenges

# Small Group Work

- Work with your colleague/s to develop a DEI strategy as a starting point to launch or elevate your efforts.
  - \*Who is/will be involved?
  - \*When can you work on this?
  - \*What's your timeline?
  - \*What are your action steps? Think about the next 3, 6, 9, 12 months.

# Share out

- A few key highlights of your plan.

**Thank you!**



# TOURISM DAY SUMMIT

---



## 1A - Let's Get Started: Developing a DEI Strategy

*Dr. Damary Bonilla-Rodriguez*  
*PMVB Partner*

[damarysfightforfairness@gmail.com](mailto:damarysfightforfairness@gmail.com)

