



CRISIS MANAGEMENT: DEI AND NAVIGATING A CHALLENGING ELECTION YEAR

Description:

Amidst the current cultural upheaval and a highly contentious presidential election year, organizations are grappling with the controversial nature of Diversity, Equity, and Inclusion (DEI) programs. As the longest general election season in recent history approaches, adeptly managing DEI is poised to become a significant political and reputational challenge for companies, given the increasingly complex political and regulatory landscapes. Businesses must confront these interconnected challenges head-on, including meeting employees' expectations for active engagement on social and political issues. As leaders, it is imperative to implement robust strategies to bridge potential divides and foster a truly inclusive environment.

Key discussion topics:

- **Navigating the Political Landscape:** understand how DEI initiatives intersect with the political climate during an election year, the potential impact of political discourse within the workplace, and the corresponding legal and business implications.
- **Risk Assessment:** learn how to proactively integrate threat monitoring with crisis management to safeguard the company's brand, culture, and employees.
- **Crisis-Ready Communication:** delve into effective communication strategies for crisis management related to DEI, honing the ability to respond decisively to external pressures and internal dynamics with a non-partisan approach while firmly aligning messaging with organizational values.
- **Scenario Planning and Preparedness:** review the various scenarios that may arise during election-related turbulence and how to develop crisis response plans that account for DEI-specific challenges.

Reference Materials:

To maximize the benefit of this Continuing Legal Education (CLE) program, it is essential that you engage thoroughly with the provided reference materials. These resources are designed to complement the live session and enhance your understanding of crisis management, risk management, crisis-ready communication and the current political landscape.

- [Navigating an Election Year at the Peak of Polarization](#)
- [This is how the 2024 election results could impact DEI efforts](#)
- [DEI isn't dead: How employers can refocus their efforts ahead of the 2024 election](#)
- [Managing the Crisis You Tried to Prevent](#)
- [Netflix's ex-diversity head says U.S. election will only strengthen case for DEI. Here's her advice for leaders](#)
- [Fortune 500 diversity chiefs are creating a new playbook for the 2024 U.S. election](#)
- [Managers can't escape politics in the workplace in the 2024 election year. Here's how to navigate political tensions in the office](#)

- [Strategies for Navigating the Politicization and Polarization of DEI](#)
- <https://www.pbs.org/newshour/show/how-a-second-trump-presidency-could-impact-the-lgbtq-community>
- [3 Strategies to Address Political Polarization in the Workplace](#)
- [Managing a Team with Conflicting Political Views](#)