

## Essential Task 1: Solicit buy-in and commitment from key stakeholders

**Task Summary:** This is the initial task but also one that underpins many other tasks you will complete as you create and implement your plan. Given the nature of diversity, your strategic plan will touch every person at an institution; therefore, at every step, you will need to find allies and create partnerships to ensure the plan is carried out. The first step is essential because the task that follows it assesses where you are currently, which requires the permission and assistance of many across the organization.

**Method:** Answer the questions that follow ([Stakeholder Identification template](#) available in the toolkit).

- a) Who asked you to develop a diversity strategic plan and why?
- b) How much support (advocacy, financial, personnel, protected time, etc.) can you count on to help make your plan a reality in the long term?
- c) What other stakeholders need to be involved to assess where you are currently and implement your proposed strategic priorities in the future?
- d) Who are other champions, leaders, and allies who can move the strategic plan along?
- e) Which groups are more interested and which are less interested in cultural change? See Diversity Adoption and Engagement Resource page for guidance on managing diversity culture change.

### Tips

- Never underestimate the value of allies. There are many people in your organization already working on the assessments and strategic priorities you will create in this process.
- Always tailor your message to the audience; it should always be about how diversity can help them reach their goals.
- All resources below are available in the toolkit. Please see page 5 for link to toolkit.

### Communication Resources

- [The Case for Diversity and Inclusion and the Role of Diversity Officers](#) in Part II of the *Strategic Planning Guide*
- [Elevator Speech: Tips and Samples](#)
- [Diversity Rationale: University of Louisville School of Medicine](#)
- [Diversity Statement: University of Massachusetts Medical School](#)
- [AAMC Communicating Your Strategic Plan Teleconference](#)
- [AAMC Diversity 3.0 Learning Series Webinar, The Difference: How the Power of Diversity Creates Better Groups, Firms, Schools, and Societies](#)

### Strategic Planning Resources

- [AAMC Diversity and Inclusion in Academic Medicine: A Strategic Planning Guide Webinar](#)
- [AAMC GDI Navigator to Excellence: Strategic Planning Webinar](#)
- [AAMC Introduction to Strategic Planning](#)
- [AAMC Organizational Alignment Presentation](#)