



## Full Colour tool: persuading your CEO and/or Senior Leaders to commit to D&I

*Top tips: If you're not sure of the answer to any of these questions, don't guess! Find out and come back to the grid when you know. Be as precise as you know how to be in answering these questions. Generic/ top level answers aren't helpful to you!*

(To find out how Full Colour can transform your work and your organisation contact us at [srabani.sen@fullclr.com](mailto:srabani.sen@fullclr.com))

Question	What is your answer?
Why does your organisation need to get better at D&I beyond it being “the right thing to do” (Business case)	
What specific role do you need your CEO/ SLT to play?	
What is their current level of interest in D&I?	
What is their current level of knowledge/ understanding on D&I?	
How do they feel about the topic? (Emotional barriers/ enablers)	

<b>Question</b>	<b>What is your answer?</b>
<b>What is in it for them/ what motivates them? (What is the trigger for them?)</b>	
<b>What or who influences their thinking?</b>	
<b>Who can help?</b>	
<b>Timing? (E.g. What else is going on that might interfere/ help? Is there something you can align with? Are they grouchy first thing in the morning?)</b>	
<b>Given the above, what actions do I need to take? By When?</b>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>