

Navigating the Evolving DEI Landscape Working Group April 29, 2025



Participating CAHRS Companies:

Bloomberg Cornell University MassMutual Procter & Gamble Prudential Financial Terex XPO

Notetaker: Katherine Bojorquez





After George Floyd's murder in 2020, Diversity, Equity, & Inclusion (DEI) initiatives were given renewed focus in companies and organizations. However, as the legal landscape changed with the 2023 Supreme Court decision regarding college admissions affirmative action programs, and with the new government administration implementing Executive Order 14151 to end DEI Programs and Preferencing, along with overt pressure on companies to end DEI measures, organizations are rethinking their approach to DEI in the workplace. In this working group, CAHRS members explored the current DEI landscape and discussed CAHRS company approaches to the shifting terrain.

Discussion Takeaways

Understanding External Trends

O DEI remains a critical focus in countries outside the United States. A 2025 Littler report found that global companies are navigating a sharply divided marketplace, with 49% reporting no changes to DEI initiatives following legal and political pressure, while 51% reported revising their tactics—including making changes to and/or scrubbing language referring to policies and practices related to diversity, equity, and inclusion.

• Explicitly Defining DEI

O DEI is frequently aggregated into a single construct rather than its three distinct components, which can lead to confusion when attempting to assess the impact of related initiatives or address specific challenges. Participating companies expressed they were clearly stating what diversity, equity, and inclusion mean in the context of their organization independent of outside narratives.

Aligning DEI with Organizational Value

O Early research suggests that backlash to DEI often arises from these initiatives being viewed as social justice issues disconnected from organizational concerns. As a result, it is important for organizations to articulate how DEI contributes to organizational success. For example, some participants shared that their company's DEI initiatives made their employees feel safe, supported, and valued and correlated those outcomes to increased productivity.

Reconsidering Metrics and Benchmarks

O A challenge facing some participating organizations involves evaluating whether their existing DEI metrics and benchmarks remain relevant amid shifting legal expectations. Generally, participants expressed confidence that they could continue to accomplish their desired goals by positioning DEI as a core, integrated component of organizational strategy rather than a standalone objective.

Prioritizing Consistent Experiences

 Organizations can adopt a perspective that focuses on creating consistent experiences within their talent management process. By doing so, they can address inconsistencies in a way that delivers equitable outcomes while continuing to benefit the entire workforce.

Evolving but Not Going Away

Organizations are at different stages in how they're responding to the evolving DEI landscape, leading to variation in how initiatives are maintained, reframed, or adapted. Still, participants emphasized that their codes of business ethics remain intact, and they continue to rely on their foundational ethical values to guide them through any transition.

The working group session ended with some closing remarks from Dr. Tony Byers: "You want to operate from a position of trying to win, not from a position of trying not to lose."





CAHRS

(The Center for Advanced Human Resource Studies)

is an international center serving corporate human resources leaders and their companies by providing critical tools for building and leading high performing HR organizations.

The Center is part of Cornell's **Industrial and Labor Relations (ILR) School** As the preeminent educational institution in the world focused on work, employment and labor, the School of Industrial and Labor Relations (ILR) generates and shares knowledge that improves the lives of workers and transforms the future of work.

CAHRS Advisory Board Members 2025

Ashley Goldsmith: Chair

Chief People Officer Workday

Bradford Bell

William J. Conaty Professor of Strategic Human Resources and Academic Director CAHRS

Diane Burton

ILR Joseph R. Rich '80Professor and ICS Director Cornell University

Heidi Capozzi

Executive Vice President and Global Chief People Officer CVS Health

Jennifer Christie

Chief People Officer DocuSign

Chris Collins

Professor, Human Resource Studies and Graduate Programs Director Cornell University

Beth Flynn-Ferry

Executive Director CAHRS

Kim Hauer

Executive Vice President and Chief Human Resources Officer SC Johnson

John Hausknecht

Professor, Human Resource Studies Cornell University

Rebecca Kehoe

Professor, Human Resource Studies Cornell University

JR Keller

Associate Professor, Human Resource Studies Cornell University

Nickle LaMoreaux

Chief Human Resources Officer IBM

Abbe Luersman

Chief People Officer Otis

Ernest Marshall

Executive Vice President and CHRO Eaton

Sally Massey

Chief Human Resources Officer Colgate-Palmolive

Bala Purushothaman

Chief Human Resources Officer Procter & Gamble

Cindy Ryan

Head of Human Resources MassMutual

Chris Scalia

Chief Transformation Officer & Chief Human Resources Officer Hershey

Marlon Sullivan

Chief Human Resources Officer Johnson Controls

