



CEO **ACTION** FOR  
DIVERSITY & INCLUSION

CEOs are taking action  
on diversity and inclusion.  
Here's how to get started.





*“Cultivating a culture that fosters diversity and inclusion is a business imperative all firms and employers need to consider. The Association has been working to increase the accounting profession’s diversity, making sure we capture the best minds and the top skills to meet the future needs of our members and their communities.”*

*“With the CEO Action for Diversity & Inclusion pledge, firms and organizations send a strong message to staff, potential employees and the profession as a whole, that they consider diversity and inclusion as critical means for organizational growth and success.”*

— Barry C. Melancon, CPA, CGMA  
President and CEO, AICPA and CEO of the  
Association of International Certified  
Professional Accountants

## Join the CEO Action Pledge

Show your firm’s commitment to diversity and inclusion (D&I) with one simple action: Join the CEO Action Pledge. With more than 600 participants, it’s the largest CEO-driven business commitment to advance diversity and inclusion in the workplace.

The AICPA’s National Commission on Diversity and Inclusion (NCDI) has aligned one of its key goals — increasing the importance of diversity and inclusion across the profession — to the success of the CEO Action campaign. We’re encouraging the top 100 accounting firm CEOs to sign the pledge in 2019.

By signing, you’ll demonstrate your own commitment to:

1. Continuing to cultivate workplaces that support open dialogue on complex, and sometimes difficult, conversations about diversity and inclusion;
2. Implementing and expanding unconscious bias education; and
3. Sharing your firm’s actions on CEOAction.com.

Show your support for this critical business and profession-wide effort, and help the NCDI reach its goal of getting 100 firms signed up! For more information, visit [aicpa.org/ceoaction](https://aicpa.org/ceoaction).

# Diversity and inclusion make us all stronger.

Diverse workplace experiences and perspectives. Empowered employees. Discussion and action on diversity and inclusion. Is your firm ready to join more than 600 organizations toward these shared goals?

## Step 1

Email [info@ceoaction.com](mailto:info@ceoaction.com) to receive a pledge form and get more information about the initiative.

## Step 2

Put the pledge to work in your firm.

Once you've signed the pledge, use these suggested guidelines for internal communications provided by CEO Action:

CEO:

- Lead initial communications about firm's involvement in the initiative.
- Talk about the potential for best known and unsuccessful actions to be shared across firms and why this communication is beneficial to the profession.
- Social outreach — Use social media and other platforms to talk about the importance of diversity and inclusion.

Communications/HR/diversity and inclusion personnel:

- Communicate how your firm will cultivate a workplace where different points of view are welcome and where employees feel empowered to discuss tough issues at work.
- Brainstorm ways to foster conversations and actions for diversity and inclusion.

Employees:

- Empower employees to share about the pledge on social media channels.

## Step 3

Stay engaged!

After joining the pledge, CEOs and/or their delegates can stay engaged in the following ways:

- Take advantage of diversity and inclusion resources offered at [aicpa.org/diversity](http://aicpa.org/diversity).
- Read the *CEO Action for Diversity & Inclusion™ Monthly Update Newsletter*.\*
- Use the PR toolkits provided from CEO Action.\*
- Join working groups and events focused on key topics to guide activities for the initiative.\*

*\*Information provided to pledge signees by CEO Action via email.*

# Resources

Full text of the [CEO pledge](#)

The [“I Act On Pledge”](#) for employees of signed firms

[Actions](#) – stories of hundreds of D&I initiatives

[Education](#) – [Videos](#) – [Quizzes](#) – [Downloads](#) – [Books](#)

## **Actions from firms in the profession:**

- [Aprio](#) – [Excelle](#)
- [Aprio](#) – [Intern Volunteer Effort](#)
- [Aprio](#) – [Volunteer Day](#)
- [Aprio](#) – [Workplace Flexibility Anytime Anywhere](#)
- [Baker Tilly](#) – [Affinity Groups and Networks](#)
- [Baker Tilly](#) – [Metrics and Accountability](#)
- [Baker Tilly](#) – [Succession Planning](#)
- [BDO USA](#) – [Busy Seasons Breaks Campaign](#)
- [BDO USA](#) – [Early Career and Mid-Career Women’s Councils](#)
- [Crowe Horwath](#) – [Crowe Mobility](#)
- [Deloitte](#) – [Paid family Leave Program](#)
- [Deloitte](#) – [Bersin Research](#)
- [Deloitte](#) – [Deloitte Foundation/Right Step](#)
- [EY](#) – [Diversity and Inclusiveness Microsite](#)
- [EY](#) – [Peterson Institute Gender Study](#)
- [EY](#) – [Implicit Associations and Unconscious Bias Learning](#)
- [EY](#) – [Statement from Steve Howe](#)
- [KPMG](#) – [Future Diversity Leaders Program](#)
- [KPMG](#) – [Women’s Leadership Summit and Future Leaders Program](#)
- [Marcum](#) – [Women’s Initiative](#)
- [Marcum](#) – [Engagement and Implicit Bias Training](#)
- [Marcum](#) – [Focus Groups and Core Hours](#)
- [Protiviti](#) – [Leave Concierge Program](#)
- [PwC](#) – [Blind Spots Training](#)
- [PwC](#) – [LGBT Partner Advisory Board](#)
- [PwC](#) – [Statement from Tim Ryan](#)
- [PwC](#) – [Veteran Transition Program](#)
- [Skoda Minotti](#) – [Diversity Inclusion Journey](#)

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P: 888.777.7077 | F: 800.363.5066 | E: [diversity@aicpa.org](mailto:diversity@aicpa.org)

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