



Diversity
Project
NORTH AMERICA

Diversity Project North America

Impact Report
2018-2024

FOREWORD

Now running in our 7th year, Diversity Project North America (DPNA) has seen impactful growth across its initiatives in terms of engagement, education, and mentorship.

Our mission is to champion diversity, equity, and inclusion (DEI) as a strategic business priority within the asset and wealth management industry. Our goal is to generate positive business outcomes for our member organizations, their employees, and their clients.

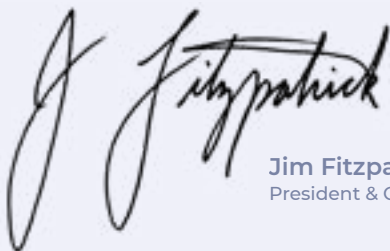
Working hand in hand with member firms, industry partners, and sponsors, we’ve garnered support from over 50 organizations, offered educational resources to thousands of employees, and provided mentorship to a growing cohort of diverse, emerging leaders in our industry.

Membership offers value through connections with industry professionals, participation in exclusive events, opportunities for collaboration and networking, support for advancing your initiatives, access to our Rising Star Program, and insights from our curated DEI Perception Study results.

Together, we strive to build healthy working environments, attract and retain the best talent, and prolong the sustainability of the industry we all serve. This work is only possible because of the incredible committee volunteers who work tirelessly to share leading practices and industry solutions.

IMPACT REPORT CONTENTS

3	ENGAGEMENT	>
4	INITIATIVES	>
6	TOOLS	>
10	MEMBER FIRMS	>
11	INDUSTRY PARTNERS	>



Jim Fitzpatrick
President & CEO, Nicsa



Justine Phoenix
Head of Diversity Project North America

“

Our firm is a long-standing partner with Nicsa and we have found the Diversity Project North America to be one of the leading resources for embracing diversity, eliminating barriers, and celebrating inclusion in our workplace. Through its educational programs, conferences, and research on workplace diversity, Nicsa provides valuable information on benchmarks and best practices to expand diversity in the workplace and foster an inclusive workplace culture. Several emerging leaders at our firm have taken part in Nicsa’s Rising Star program and they have benefited greatly from the career development and networking resources.”

Lisa Jones
President and CEO, Amundi US

ENGAGEMENT

Since our launch in 2018, DPNA has provided an evolving platform for collaboration during transformative social movements, a global pandemic, and shifting political landscapes.

Here's a look at industry engagement by the numbers:

Organizations

58

Firms

32

Founding
Members

Individuals

8k+

Member
Firm
Employees

Volunteers

187

Committee
Members

Leaders

42

Advisory
Council
Members

16

Committee
Chairs

Conferences

2900+

Attendees
across

4

Events

Committees

9

Communities
across Myriad
Functions

Speakers

80+

Experts
Showcasing
Thought
Leadership

Followers

2400+

Followers on
LinkedIn

Sponsors

21

Firms

1/2M

Dollars

Rising Stars

132

Awardees
across

4

Cohorts

INITIATIVES

DPNA leadership has rallied around several major initiatives:

- 1 Organizing an annual DEI-focused conference specifically designed for business leaders.**
- 2 Measuring progress by gathering insights directly from industry participants.**
- 3 Cultivating a pipeline of diverse talent for future leadership roles.**
- 4 Establishing and supporting a committee structure dedicated to these initiatives and addressing industry challenges.**

“

Broadridge is proud to be a founding member of Nicsa's Diversity Project North America. We believe that diversity and inclusion are essential pillars of innovation and progress and Nicsa's DPNA helps provide the industry with the tools, resources, and guidance to advance the commitment to fostering a diverse and inclusive workplace.

Through our collaboration with Nicsa, we have learned invaluable insights into best practices for creating an environment where every individual feels valued and empowered to contribute their unique perspectives. The program's emphasis on education, mentorship, and community engagement aligns perfectly with Broadridge's core values, and we have already begun to see the positive impact of these efforts across our teams.”

Michael Tae

Co-President, Broadridge Investor
Communications Solutions

Fearless Leadership Symposium

An annual event held in NYC each summer, the **Symposium** addresses hard-hitting issues specific to the asset and wealth management industry.

DEI Perception Study

A bi-annual survey measuring progress and identifying gaps. Curated read-outs of the **Study** are offered to member firms on request.

Rising Star Program

A mentorship, networking, and career development program for diverse, aspiring leaders in the asset and wealth management industry.

The **Program** offers DPNA member firms a high-profile and meaningful way to celebrate and cultivate the next generation of diverse leaders.

“

The term game changer is often thrown around. When it comes to the impact and efficacy of the Diversity Project, however, it's the perfect descriptor. Their resources empower our DE&I Council, the networking opportunities bolster learning and collaboration with other firms, and our Rising Star nominees are flourishing. Schroders is, indeed, a proud member of the Diversity Project North America.”

Phil Middleton

CEO, Schroders North America

Committees

DPNA has established a variety of committees offering volunteer opportunities for all levels of management within member organizations:

- **CEO Advisory Council**
Sets strategic direction.
- **Executive Committee**
Governs committee work, strategic objectives.
- **DEI Perception Study**
Explores industry insights through data analysis.
- **Education Engagement & Outreach**
Shares industry education with diverse talent pipelines.
- **Fearless Leadership Symposium**
Drives content and speaker selection for annual conference.
- **Industry Engagement & Events**
Amplifies message via digital media channels and events.
- **Metrics & Insights**
Shares understandings of metrics and standards.
- **“Next” Practices**
Fosters collaboration and shares forward-looking DEI strategies.
- **Rising Stars**
Supports annual career development program for emerging, diverse leaders.

“

We have found the Diversity Project North America to be a pivotal support for our DEI initiatives, providing meaningful resources to our organization and enabling us to network very effectively with thought leaders on the topics. Their annual conference, that I have attended twice, is really something special in terms of reach and content.”

Florian Bezault

Head of AXA Investment
Managers Americas

TOOLS

Volunteers at DPNA have created a comprehensive suite of tools that empower our members to advance DEI training and initiatives. Our committees have concentrated on **key pillars** essential to fostering a more diverse, equitable, and inclusive industry.



The six pillars are aligned with findings from Nicsa's [*DEI Perception Study*](#), an in-depth look at DEI progress and gaps across the asset and wealth management industry.

[Download Here](#) 

In this Impact Report, we highlight each pillar with a sampling of tools developed by our committees.

CULTURE

Pillar 1

Corporate culture continues to be the most significant barrier to enhancing workplace diversity. DPNA has developed resources to help organizations cultivate an environment where employees experience safety, inclusion, and belonging.

Additional DPNA Resources:

- [The ABCs of ERGs and BRGs](#)
- [Empowering Families in the Workplace](#)
- [Valuing Inclusive Language](#)
- [Benefits of Workplace Wellness](#)

Downloadable Tools

Toolkit | A Time for Understanding

A program designed to bridge cultural divides inside and outside of the workplace and advance allyship among employees...



Toolkit | Virtual Engagement

Tips on keeping inclusion at the forefront in work-from-home or hybrid environments...



ACCOUNTABILITY

Pillar 2

DEI priorities should be established and supported by the highest levels of leadership. DPNA has created resources to assist industry leaders in clearly defining goals to drive meaningful progress.

Additional DPNA Resources:

- [Modernizing Vendor Management](#)
- [Increasing Accountability in DEI](#)

Downloadable Tools

Toolkit | Pay Equity

A best practices approach to evaluating legal compliance, enhancing employee moral, and retaining talent...



TALENT

Pillar 3

Fostering a more diverse workforce isn't just a moral responsibility; it's also a smart business strategy. DPNA has developed tools that inspire innovative approaches to attracting and retaining talent at every level.

Additional DPNA Resources:

- [Steps Your Firm Should Take Now](#)
- [Hiring Diverse Talent](#)
- [Empowering a Diverse Workforce](#)

Downloadable Tools

Toolkit | Onboarding & Retention

Action steps for modernizing talent acquisition and retention practices...

[Inclusive Talent Searches](#)[Candidate Prep Guide](#)[Inclusive Interviewing](#)[Stay Interviews](#)

METRICS

Pillar 4

Organizations must sustainably evolve their DEI data collection and reporting efforts to meet the changing expectations of investors, regulators, and other key stakeholders. DPNA member firms have partnered to share practices that enhance transparency and visibility into progress markers.

Additional DPNA Resources:

- [A Guide to DEI Metrics](#)
- [Diversity Data: What is at stake?](#)
- [Holding Up the Mirror: Diversity Data](#)

Downloadable Tools

Toolkit | DEI Metrics

A guide for improving DEI data collection and metrics tracking...



DEVELOPMENT

Pillar 5

Mentorship and sponsorship programs are some of the most prevalent opportunities for career development across firms in the industry. DPNA offers insights on how to best support underrepresented groups in order to improve the diversification of leadership pipelines.

Additional DPNA Resources:

- [From Networking to Sponsorship](#)
- [Listen, Learn & Lead | Sponsoring Women](#)

Downloadable Tools

Case Study | Sponsorship Program

Matching senior leaders with diverse and high potential colleagues...



Case Study | Women's Leadership Forum

Meeting the unique needs of female leaders...



TRAINING

Pillar 6

Promoting DEI at the individual level is essential to drive the degree of widespread buy-in needed to effect meaningful change. DPNA has identified various techniques that embed DEI into daily experiences and interactions of our workforce.

Downloadable Tools

Simple Starts | For Individuals

Personal practices for individuals, managers, and senior leaders aimed at creating inclusive workplaces...



Simple Starts | For Corporations

Ideas and resources aimed at creating equitable workplaces and healthy corporate cultures...



DPNA Allyship Education:

One of the most effective tools that can advance DEI is allyship education. DPNA has developed a deep and growing set of resources that employees can use to further advance their skills in this area:

AAPI

- [Effective Allyship: AAPI](#)
- [Listen, Learn & Lead | AAPI Community](#)

Black, BIPOC

- [Effective Allyship: Black BIPOC](#)
- [Listen, Learn & Lead | Black Voices](#)
- [Listen, Learn & Lead | Authentic Allyship](#)

Disabilities

- [Disability Awareness: A Guide to Inclusion](#)
- [Supporting Employees with Disabilities](#)

Neurodiverse

- [Neurodiversity in the Workplace](#)
- [Supporting Neurodiverse Employees](#)

Latinx

- [Effective Allyship: Hispanic Latin](#)
- [Listen, Learn & Lead | Latinx Perspective](#)

LGBTQ+

- [LGBTQ+ Inclusive Language](#)
- [Effective Allyship: LGBTQ+](#)
- [“What I Would Tell My Younger Self”](#)
- [Supporting Transgender Colleagues](#)

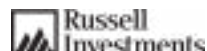
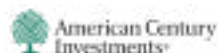
Women

- [Empowering Women](#)
- [Supporting Working Moms](#)
- [Effective Allyship: Women](#)

MEMBER FIRMS

We remain committed to building long-term, holistic business solutions hand in hand with our member firms.

A list of active organizations as of 4Q2024 follows:



INDUSTRY PARTNERS

With partners across the globe, we expand our impact and elevate our message:

ALFI

Black Women in Asset Management

Diversity Project Europe

Diversity Project UK

Expect Miracles Foundation

LGBT Great

With support from the highest levels of business, we are able to continue to make a difference in this business critical mission:

“

Nicsa's Diversity Project North America has been an important part of our firm's DEI initiatives. Our participation in the Fearless Leadership Symposium has served as a helpful forum to connect with industry peers to discuss opportunities and challenges. The Diversity Project's DEI Perception Study provides key data-driven insights that have helped to inform ongoing change across the industry and within our organization.

We're proud to have had three colleagues recognized by the Rising Star program which allows us to support emerging talent through career development and networking opportunities and give them the recognition they deserve.”

Melda Mergen

Global Head of Equities, Columbia Threadneedle Investments

“

Northern Trust has had a long-standing commitment to Nicsa and is a founding member of the Diversity Project North America (DPNA). Over the past six years, we have gained tremendous value being a DPNA member. DPNA offers the opportunity to network with other member firms, sharing Northern Trust's DE&I values and approach and leveraging other members insights and practices. DPNA's Perception Surveys, programs, and Fearless Leadership Symposium have provided a deeper understanding of industry practices, challenges, and future opportunities to foster inclusivity in the workplace. We are excited to continue this relationship as DPNA matures and continues to further embrace the DE&I journey.”

Ryan Burns

Head of Global Fund Services Americas, Northern Trust

MISSION & VISION

Overview

The Diversity Project North America is a cross-company initiative that champions DEI as a strategic business priority within the asset and wealth management industry.

What We Do

- Foster an industry where diversity is achieved, equity is the standard, and inclusion is celebrated.
- Advance better business results for our member firms and positive long-term impact for the clients we serve.

How We Do It

- Unite leading firms across asset and wealth management with a common mission.
- Collaborate on best practices through committee engagement.
- Mentor diverse talent through our Rising Star Program.
- Collect and share data-driven insights through our DEI Perception Study.
- Host large national conferences as well as intimate working groups.
- Engage executives across verticals, divisions, and functions.

TO JOIN
OUR MISSION
PLEASE CONTACT:

ALLISON WALSH

*VP, MEMBERSHIP
ENGAGEMENT*

AWALSH@NCSA.ORG