



Restating the Supplier Diversity Business Case

Southern
Cultivation • Citizenship • Compliance



SUPPLIER DIVERSITY &
DEVELOPMENT

EEI Federal Subcontracting & Best Practices Workshop
January 28, 2010



**SOUTHERN
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Restating the Supplier Diversity Business Case –

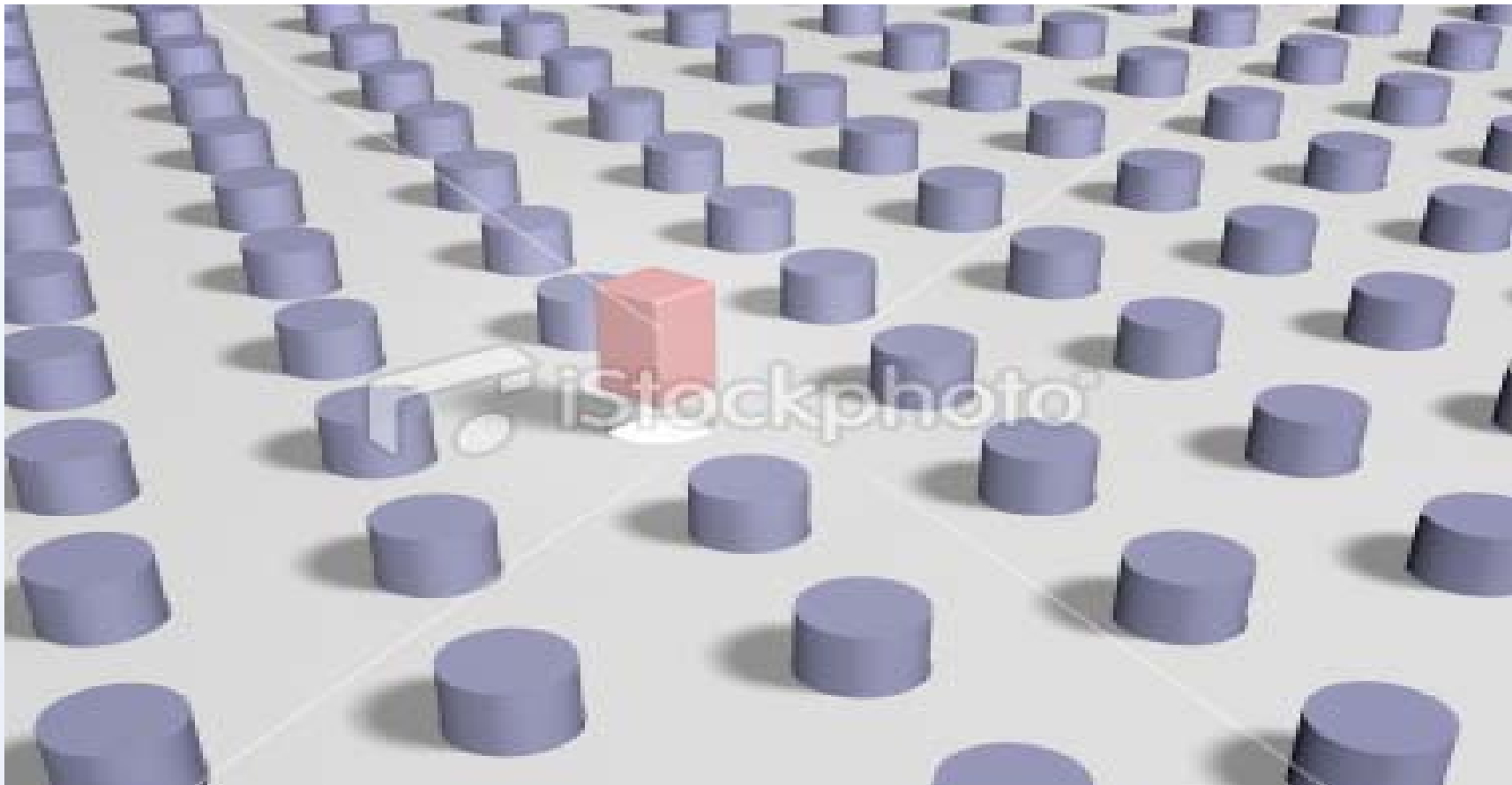
Why do we need a Supplier Diversity Business Case?

Restating the Supplier Diversity Business Case – Without a Business Case....

We Wander



We fit in like a Square Peg in a Round Hole



Get Frustrated

We, the unwilling, led by the unknowing, are doing the impossible for the ungrateful. We have done so much, for so long, with so little, we are now qualified to do anything with nothing.

Mother Theresa

And Eventually....

Where there is no vision, ~~the people~~ perish!

*Supplier
Diversity will*

Proverbs 29:18

Restating the Supplier Diversity Business Case – Basics

The Supplier Diversity business case:

- Reveals **Who** we are
- States **Why** we exist
- **Aligns** us with Company Goals & Culture
- Identifies the **Value** we add to the Corporation

Restating the Supplier Diversity Business Case – Why Consider Restating

- Changes in Company
 - Goals
 - Culture
 - Leadership
- Changes in the Economy
- Changes in Regulatory Environment
- Diminished or No Support from Leadership
- Over time the message gets stale

Restating the Supplier Diversity Business Case – Why Restate

How many people in your company have Understanding
of Supplier Diversity

- Functions
- Purpose
- Responsibilities
- Value to the Corporation

Restating the Supplier Diversity Business Case – How?

Asses Current Supplier Diversity Initiatives

- How are supplier diversity initiatives
 - Aligned to Company Goals?
 - Contributing to Company Value?
- What are the compelling reasons that makes supplier diversity a good investment?

Restating the Supplier Diversity Business Case – How?

- Identify program strengths, weaknesses and failures
 - Successful initiatives
 - Initiatives needing more focus
 - Initiatives adding little or no value
- Redirect resources toward success

Restating the Supplier Diversity Business Case –

Restate Business Case based on Enterprise:

- Goals
- Values, and
- External Realities.

Restating the Supplier Diversity Business Case – Insight

Gather Insight from:

- External Benchmarks & Studies
- Diversity Advocacy Organizations
- Peers
- Company Leadership
- Internal Supporters and Detractors

Restating the Supplier Diversity Business Case Support

Seek support and “buy-in” from

- Company Senior Leadership
- Business Unit Managers
- Supply Chain Management
- Key Decision Makers
- Supplier Diversity Champions

Restating the Supplier Diversity Business Case – Build Your Case

- Purpose – Why does Supplier Diversity exist
- Value – What overall value does it provide
- Goals – How will success be measured
 - How will goals be set
 - Who is responsible for goals
 - What's my incentive for meeting goals
- Intentions - How will we get there; What are the roles of
 - Executives,
 - Managers
 - Supply Chain
 - Business Unit Personnel
 - Supplier Diversity

Restating the Supplier Diversity Business Case – Communicate

Media

- Company Publications
- Intranet/Internet
- Staff Meetings
- Develop your Elevator Speech
- Where possible use company/business unit leadership to express their support.

Restating the Supplier Diversity Business Case – Georgia Power

Basic Goals

- Work Safely
- Keep the Lights On
- Increase Shareholder Value

Restating the Supplier Diversity Business Case – Georgia Power Values

Core Values

- Unquestionable Trust
- Superior Performance
- Total Commitment

Restating the Supplier Diversity Business Case – Sum it Up

Sum it up in an Elevator Speech

- **Citizenship** – *A citizen wherever we serve*
 - Be a good corporate citizen
 - Improve economic well being of customers
- **Cultivation** - Develop quality, competitive, core business suppliers that will
 - Lower total cost of product and
 - Enhance operations
- **Compliance** - Comply with regulatory guidelines
 - Ensure Management Awareness
 - Deliver compliance that is assured and transparent