



# NAVIGATING DEI IN A SHIFTING LANDSCAPE

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*A Report on Organizational Strategies and Outlooks  
February 2025*

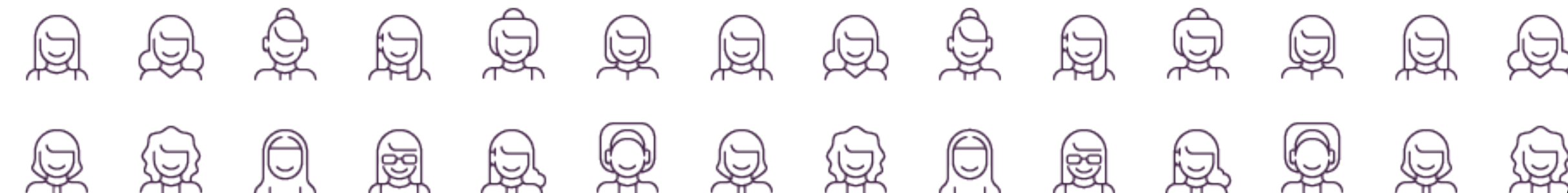




# Overview and Methodology

In response to the rapidly evolving landscape and shifting pressures on DEI initiatives, we conducted a quick-response pulse survey of our members to capture real-time insights. This snapshot provides a timely look at how organizations are navigating changes in stakeholder support, internal strategies, and the broader political climate.

We surveyed 45 enterprise DEI leaders, gathering perspectives on leadership commitment, program adjustments, and the future of DEI in corporate America. This report offers a critical temperature check on how DEI efforts are being maintained, rebranded, or reevaluated in today's environment.



# New Administration Impacting DEI

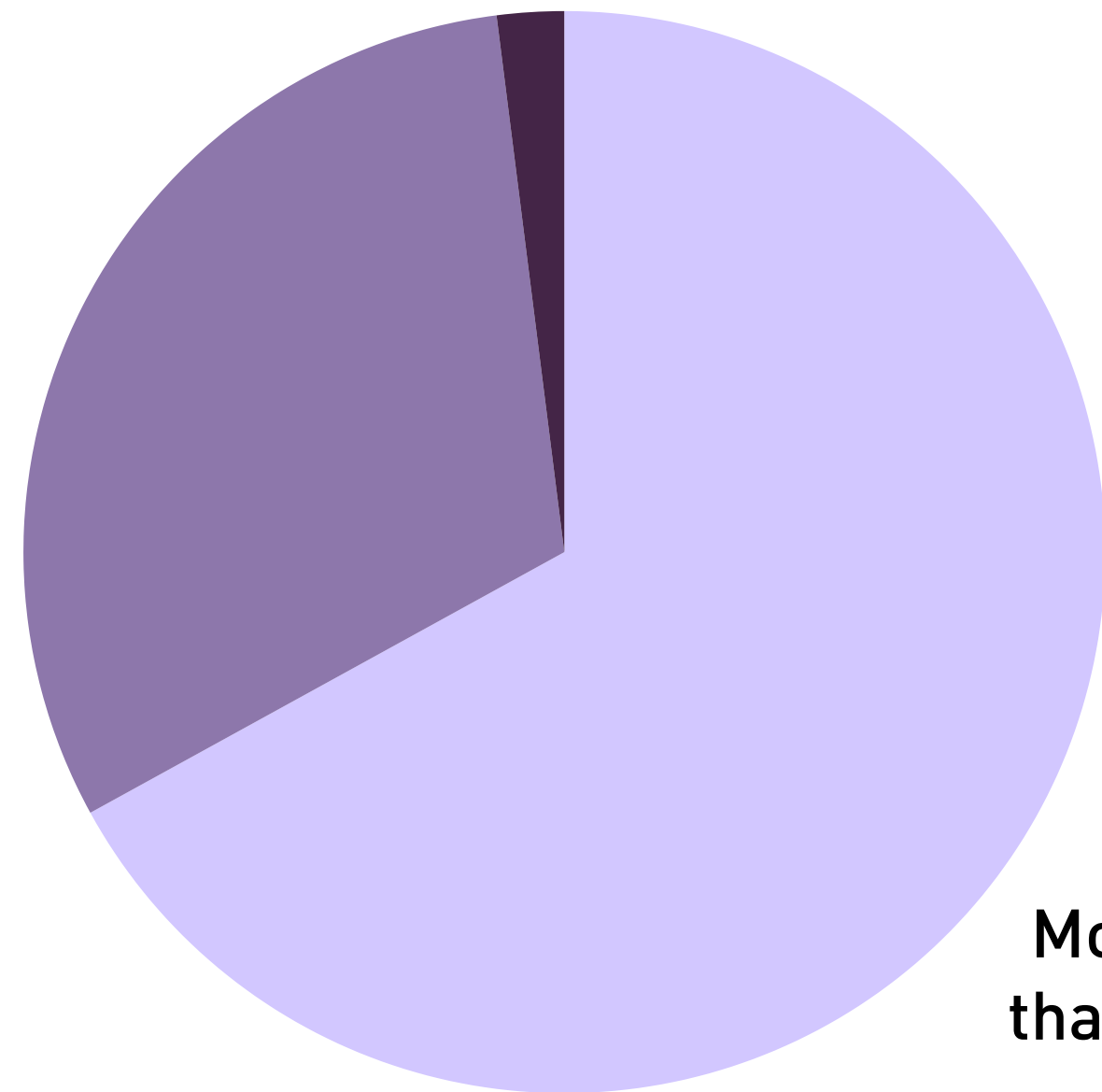
*A majority of respondents report that recent political actions against DEI have had a greater impact than expected, highlighting rising external pressures.*

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DEI POST-ELECTION >>](#)

**31%**  
About the  
same  
impact as  
expected

**2%**  
Less impact  
than expected

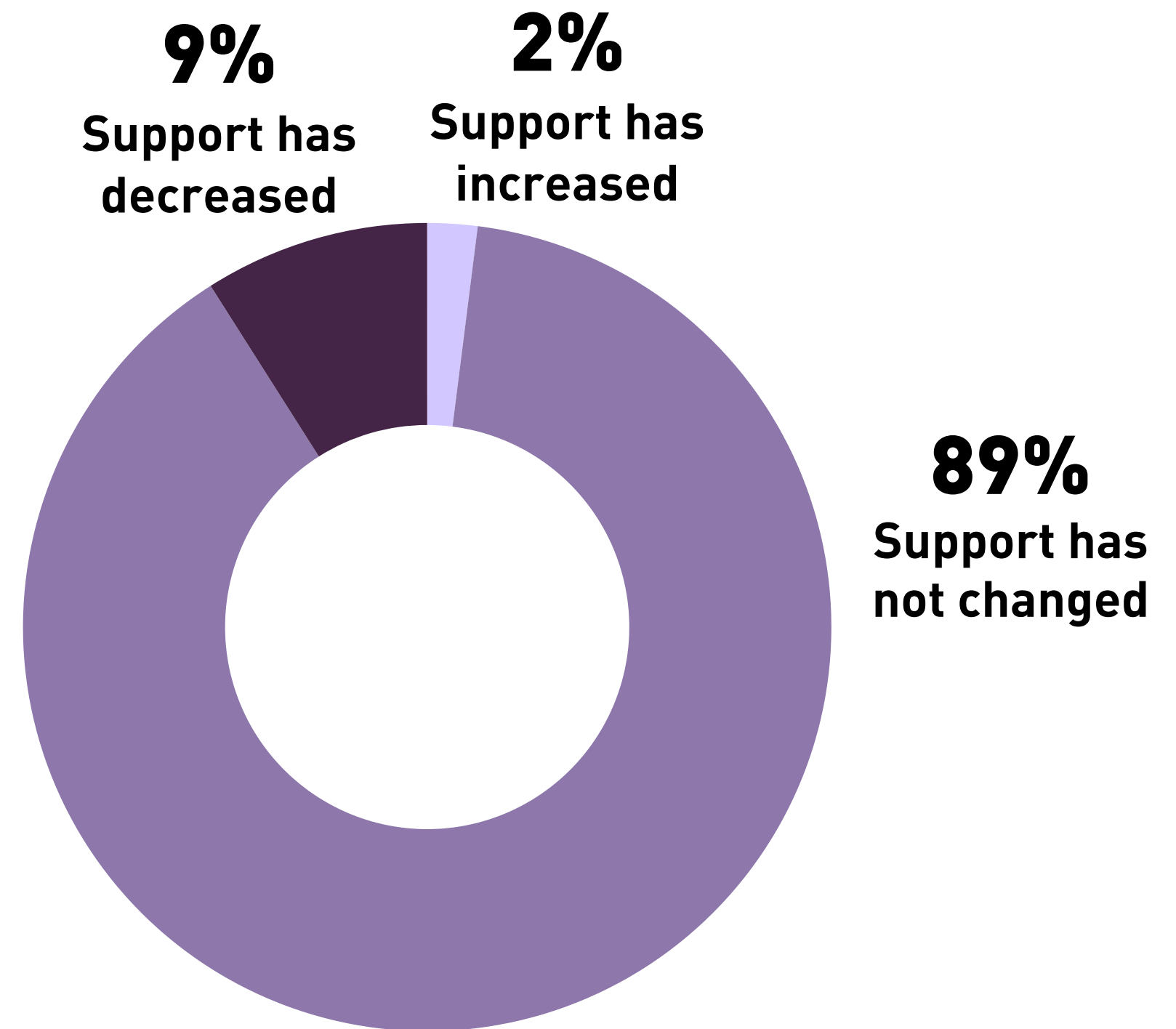
**67%**  
More impact  
than expected



# Most Stakeholders Holding Steady

*A significant majority of respondents (89%) report no change in stakeholder support for DEI, though 9% note a decline, signaling emerging pressures.*

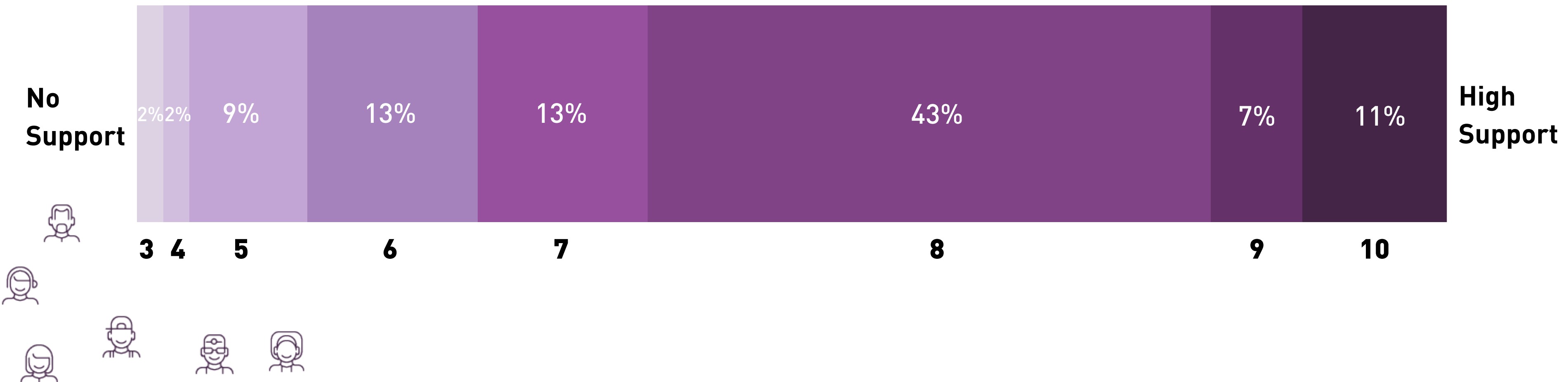
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MAINTAINING EXECUTIVE BUY-IN >>](#)





# Leadership Support at 7.5 out of 10

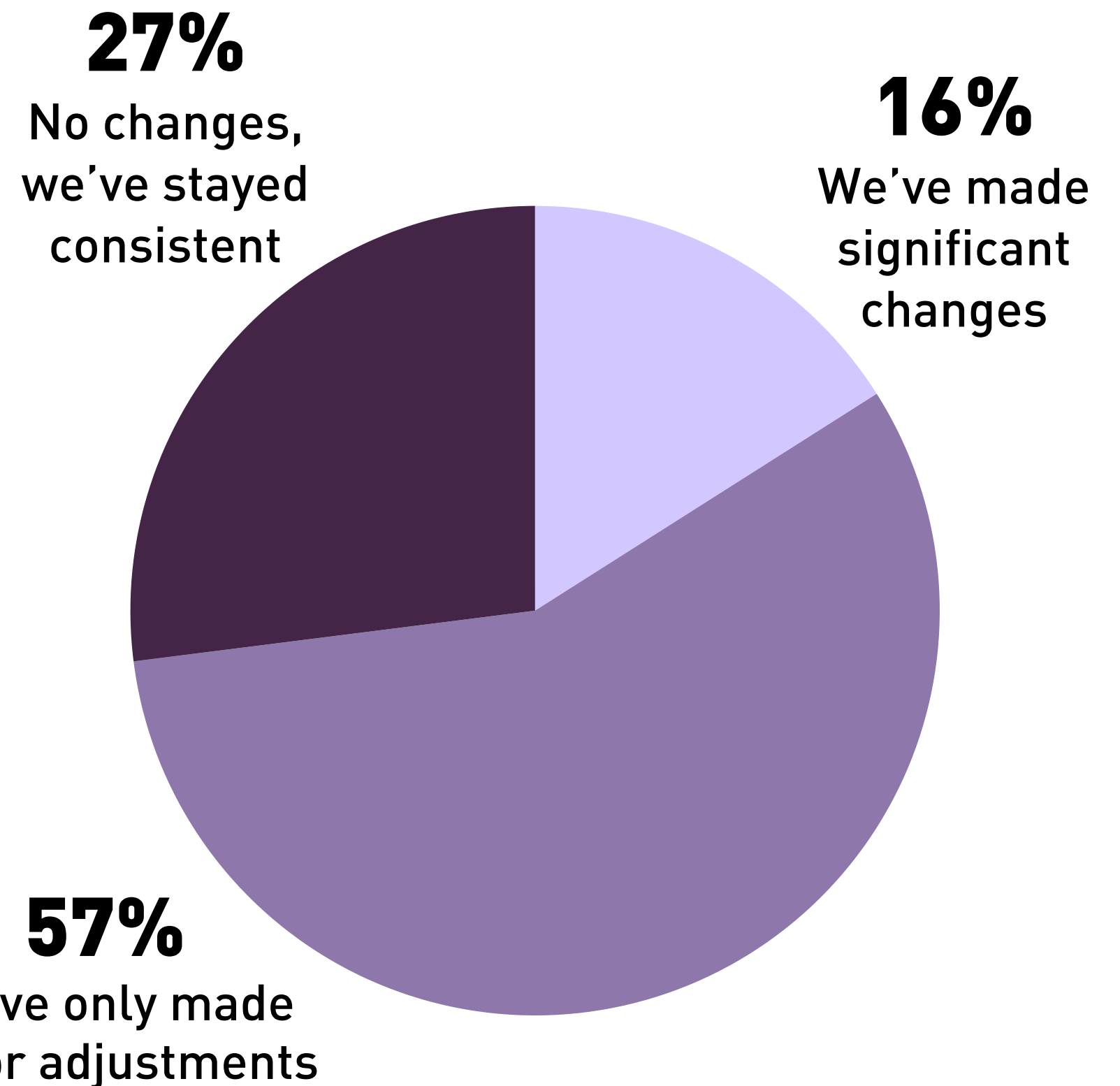
*We asked leaders to rate their perceived level of stakeholder support today. Responses averaged out to 7.5, and ranged everywhere from 3 to 10.*



# Adjusting DEI Messaging

*73% of respondents say their organization has adjusted DEI messaging (both internal and external) in response to political or leadership pressures, with most opting for minor tweaks rather than sweeping changes.*

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IN RESPONSE TO RECENT CUTS >>](#)



# Leaders are Rethinking DEI Naming

*Nearly half of respondents are actively discussing or have already rebranded DEI efforts, while a third is still undecided.*

**Yes, we've already rebranded DEI  
and are calling it something else.**

4%

**Yes, we are actively discussing it.**

40%

**No, we are keeping it as DEI.**

22%

**We are unsure / undecided.**

33%

0%

10%

20%

30%

40%

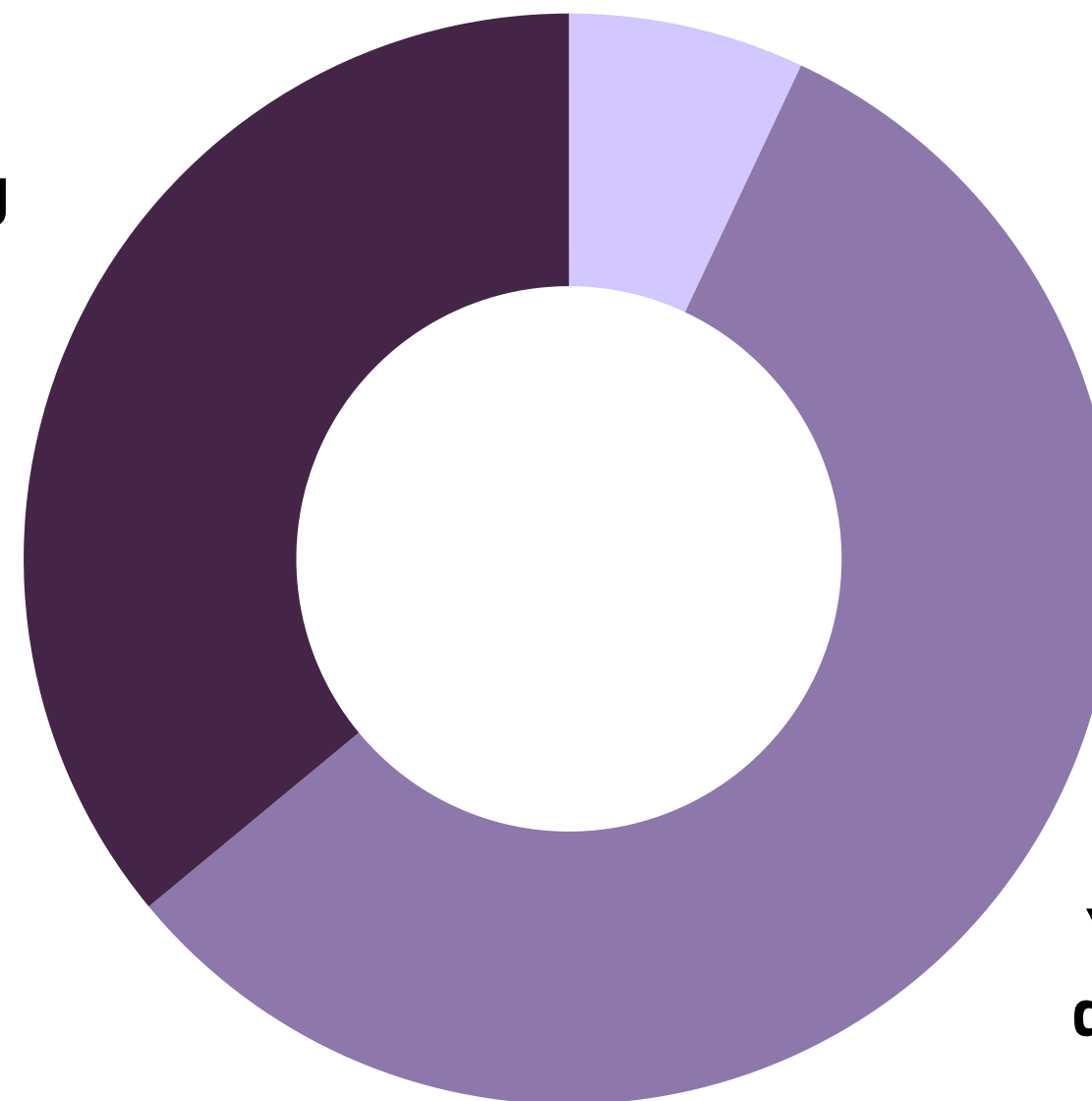
# We're Rethinking Titles, Too

*64% of organizations are discussing or have already changed DEI-related titles, suggesting strategic shifts in positioning and visibility.*

**36%**  
No, we are  
not changing  
titles to  
remove DEI  
references

**7%**  
Yes, we already have  
changed our titles

**57%**  
Yes, we are  
discussing it



# Half are Modifying DEI Messaging

*As organizations recalibrate their DEI efforts, about 50% of survey respondents noted program adjustments, particularly in training and external messaging.*

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DEI TRAINING >>**

## *Messaging leaders are focused on:*

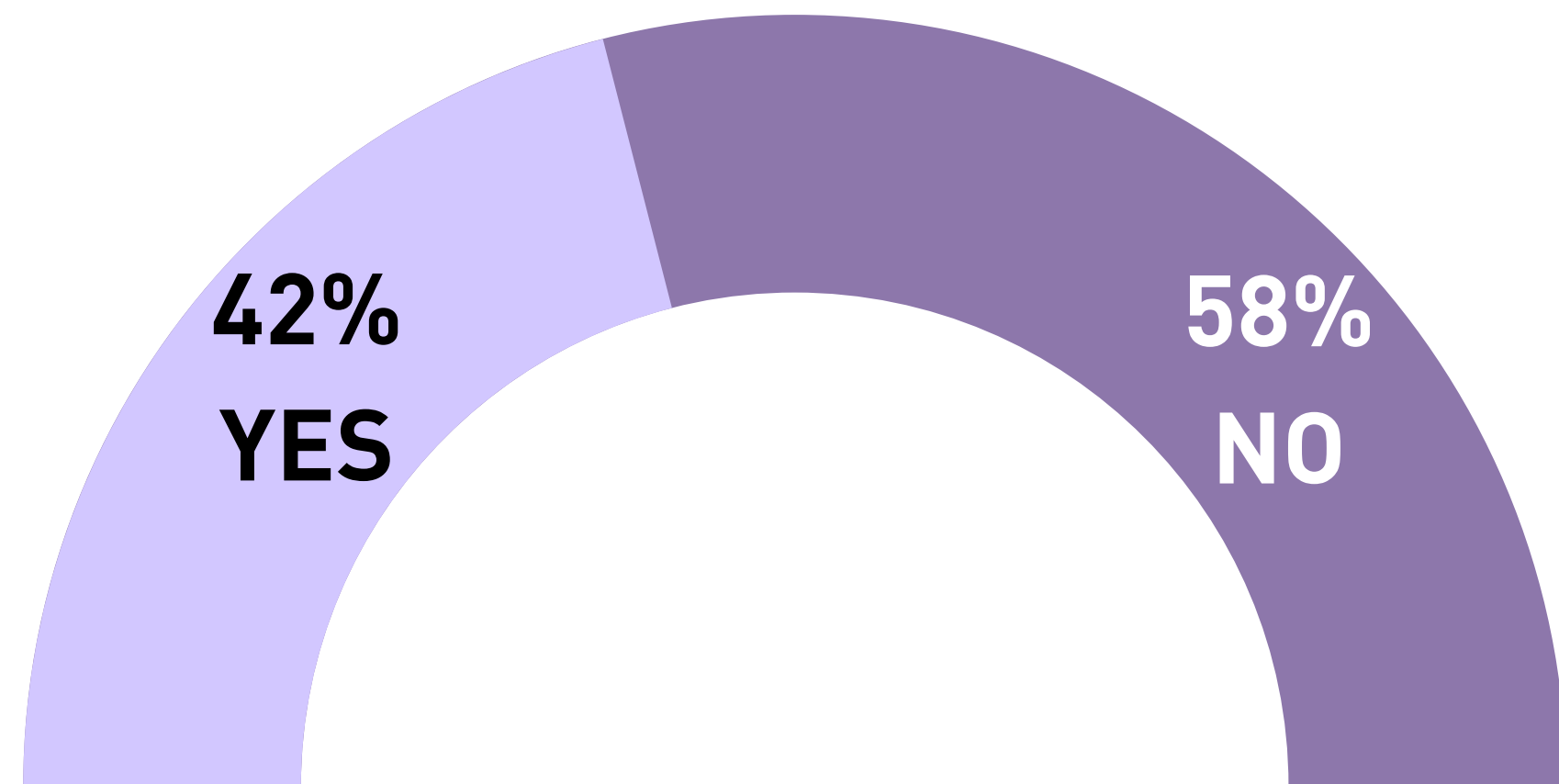
- Young careers programs / scholarships
- Supplier diversity programs and initiatives
- DEIB report language
- Program eligibility for start-up investments
- DEI and leadership representation goals
- Wording in the promotional materials
- Sponsorship of DEI focused initiatives in the community
- Language for ERG events reinforcing that they are open for all
- Identity-based development programming
- External messaging: Changing the work we do to a broader 'Culture & Community' approach
- Social media posting
- Leadership development program criteria
- DEI training programs



# Nearly Half of DEI Leaders Considering Career Changes

*A little less than half of DEI professionals surveyed have considered a career change in the past three months, pointing to uncertainty in the field.*

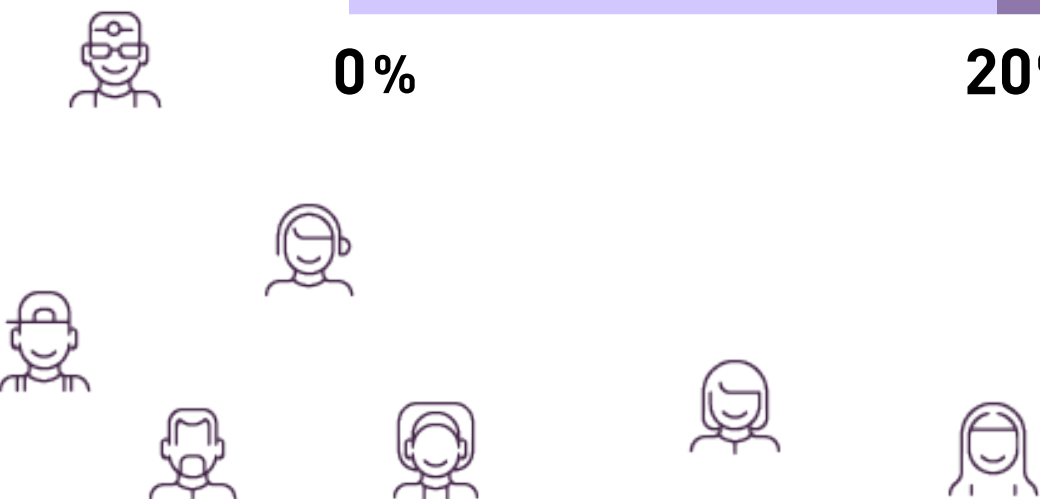
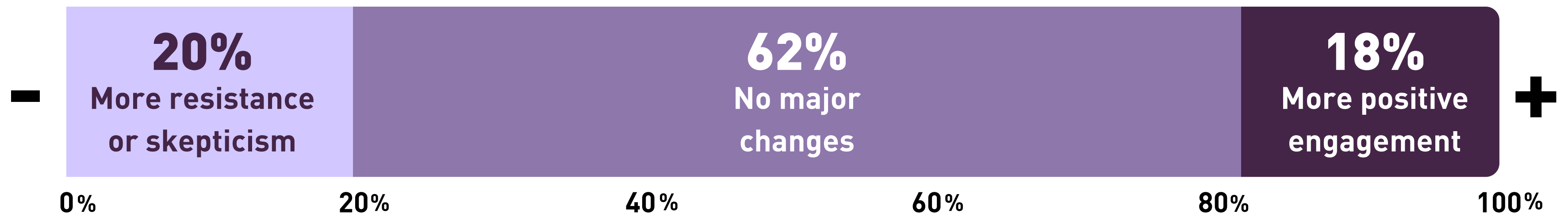
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DEI FATIGUE >>](#)





# Employee Support is Balanced

*While most DEI leaders see no major changes, about an even number report both increased skepticism and increased support.*





# About the DEI Board

DEI leaders today are navigating a complex and often isolating reality. The political landscape is shifting, stakeholders are scrutinizing DEI efforts more than ever, and nearly half of DEI professionals have considered career changes in recent months. You're not alone in this.

That's why our private, peer-led community is more important than ever. Here, DEI leaders at major enterprises connect in a confidential, vendor-free space to share real-time strategies, benchmark against peers, and get honest, agenda-free guidance from those facing the same challenges.

Need to rethink your DEI messaging in light of political pressures? Trying to maintain executive buy-in amid shifting priorities? Looking for support to avoid burnout in this demanding field?

We've got you covered. Our trusted community of enterprise DEI leaders and expert advisors helps you make informed, strategic decisions with confidence — so you can protect the progress you've worked so hard to build.

- ▶ **Real conversations, not sales pitches.**
- ▶ **Confidential peer insights you won't find anywhere else.**
- ▶ **Dedicated advisors to help you tackle your biggest challenges**

**Let's navigate this shifting landscape together.**

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