



KIM CENTER
FOR SOCIAL BALANCE

JOIN THE SAN DIEGO LEAPS ALLIANCE FOR WORKPLACE EQUITY

Workplace equity is critical to economic prosperity for regions, companies, and individuals. However, conscious and unconscious biases pervade workplace culture.

Furthermore, COVID is making employees reexamine their priorities. People are quitting jobs at an unprecedented rate, intensifying the urgency for employers to create equitable workplace ecosystems. This creates bottom line ramifications that both companies and the regions in which they operate can no longer ignore.

HOW IS SAN DIEGO LEADING THE NATION IN CHANGE?

Widespread cultural transformation requires focused regional effort. Key decision-makers are joining forces to transform San Diego into a national model of accelerated progress using the Kim Center's LEAPS Program:



Barbara Bry
Former San Diego
City Council
member & CEO of
Blackbird Ventures



WHAT IS THE LEAPS PROGRAM AND HOW DOES IT WORK?

LEAPS stands for Leadership in Ecosystems, Advancement, Policies, Supervisor Relationships – the four areas assessed in the Kim Center's program. It is the first and only nationwide initiative to unite entire regions around custom action plans driven by local data. San Diego and its leaders will gain critical insights into:

What equity challenges exist in our own communities and who experiences them?

What will promote loyalty in employees post-COVID?

Which successes and solutions should we support and perpetuate?

“

**You can't change what
you don't measure.**

- Donna DeBerry, Central San Diego
Black Chamber of Commerce

”

How can you help? Join our movement.

Getting involved is easy! Sign our [Memorandum of Understanding \(MoU\)](#) to anonymously participate in the San Diego LEAPS Program Assessment and/or promote participation in the Assessment to other employers in your network.

When is the Assessment? Spring 2022

Who can participate? Companies of all industries, sizes, and sectors

How do I participate? We will email you the survey links when the LEAPS Assessment is launched.

All responses will be confidential and aggregated in the final report.

THE LEAPS PROGRAM HAS THREE COMPONENTS:

Assessment	Playbook	Accreditation
<ul style="list-style-type: none">• Comprehensive survey instrument developed by Kim Center and UC San Diego• Four composite scores reflecting company benchmarks including employee feedback• Metrics that quantify data across demographic groups, incorporating intersectionality• Conducted every three years	<ul style="list-style-type: none">• Collaboratively developed by key stakeholder groups• Custom regional strategy with goals, roles, and timelines for all stakeholder groups• Ongoing public engagement via an online dashboard• Revised every three years with new Assessment results	<ul style="list-style-type: none">• Based on Assessment scores• Standardizes accountability across industries, regions, and time

OUTCOME: WHEN SAN DIEGO THRIVES, YOUR BUSINESS THRIVES



1. Stronger Talent Acquisition

- Nationally promotable metrics that position San Diego as a magnet for inspired talent in key industries



2. Improved Retention and Productivity

- Employee loyalty and innovative mindset
- Better organizational health and productivity
- Increased understanding of COVID-era employee priorities (e.g., flexible workplace, career advancement)



3. Positive Momentum for San Diego's Economy

- Increased consumer spending - retail demand becomes a more stable component of economic activity when all communities equitably experience upward mobility
- Increased business spending on capital goods, new technology, and entrepreneurship
- Increased tourism



4. Evidence-Driven Metrics and Anonymized Benchmarking Data Proactively Supporting Company ESG Commitments



Ready to join the San Diego LEAPS Alliance for Workplace Equity?

Contact Dr. Hei-ock Kim at (858)344-0315 or heiock@kimcenter.org to get started today.