Intuit Diversity, Equity, and Inclusion Challenge Guidelines

About the DEI Competition

Diversity, Equity and Inclusion are essential principles that promote a safe and inclusive environment, that celebrates diverse viewpoints and perspectives, with resounding benefits to organizations, communities, teams and individuals. Your chapter is tasked with developing a unique and innovative solution to improve & promote DEI in your community.

Choosing one or more of the following, with your chapter (designate up to 3 presenters/leads), create and rollout a project, using the Design for Delight (D4D) model, in your chapter/community that would improve and promote:

1. DIVERSITY

How might we address diversity in FBLA, our school, or community?
"Diversity" is the presence of individuals with varying backgrounds and/or identities. Includes all the ways in which individuals or groups can differ from one another.

2. EQUITY

How might we improve equity in FBLA, our school, or community?
"Equity" refers to the fair and just treatment of all people, acknowledging that individuals need different resources to succeed due to systematic differences in access to opportunity. Includes the design and execution of fair policies, systems, and structures.

3. INCLUSION

How might we improve inclusion in FBLA, our school, or community?
"Inclusion" is the practice of creating an environment where all individuals are welcomed, respected, supported, and hold real power to lead and succeed.

Design for Delight (D4D), is Intuit's method of design thinking - an essential methodology in understanding deep customer empathy, going broad as you ideate on potential solutions, and narrowing in on a solution to rapidly test out. You will be challenged to review the principles of D4D, and apply them as you develop your ideas & narrow in on an innovative solution. Review the principles of D4D here.

Project Leadership

While this is a chapter project, all projects should include up to three student leads that will be presenting this project and ultimately the students that will receive available prizes should they win.

Instructions for Students

- Review Challenge Guidelines with D4D & DEI Resources
- Attend Pre-Challenge Webinars on March 3rd and 4th
  - Students should register for both webinars on the FBLA-PBL website here.
  - Recordings will be available on the website above after each webinar.
  - All participating students must review the recordings if they are unable to attend the live webinars.
- Apply D4D (Deep Customer Empathy, Go Broad to Go Narrow, and Rapid Experiments) throughout your team's process in developing & testing out a solution
  - Use Intuit's DEI Competition Mural Board to complete this process.
  - More information on how to use Mural can be found here.
  - Please note that this process will take you several days and cannot be left until the last minute to complete!
- Develop a Video Presentation (2-3 minutes)
  - Students should develop their presentations using the scoring criteria found in this document.
- Submit your projects using this Submission Form
  - Deadline to submit is April 16, 2021 by 11:59 pm EST.
  - Additional information regarding project submission can be found below.

DEI Resources

- Overview of DEI at Intuit
- DEI Overview Video
- Anti-Racism Education Resources
  - "The Intersectionality Wars" by Jane Coaston | Vox (May 28, 2019)
  - "White Privilege: Unpacking the Invisible Knapsack" by Peggy McIntosh
  - A Class Divided I Jane Elliott
  - Black Feminism & the Movement for Black Lives: Barbara Smith, Reina Gossett, Charlene Carruthers (50:48)
  - Color blind or color brave? | Mellody Hobson
  - Code Switch (NPR)
  - How to be an Anti-racist Brene Brown with Ibram X. Kendi
  - Intersectionality Matters! hosted by Kimberlé Crenshaw
  - How To Be An Anti-racist by Dr. Ibram X. Kendi
  - I Know Why the Caged Bird Sings by Maya Angelou
  - Locking Up Our Own by James Forman
  - Me and White Supremacy by Layla F. Saad

Project Submission

Projects must be submitted no later than April 16, 2021 by 11:59 pm EST.
The following components will need to be submitted using this submission form.

- Link to 2-to-3-minute video that presents the learnings from the D4D process and the DEI solution that you created
- Link to Mural board with notes taken throughout the D4D process and/or any other relevant documentation

Scoring Criteria

1. DEI Grand Challenge
    a. Description of the challenge your chapter/team selected towards improving & promoting Diversity, Equity & Inclusion.
    b. Explanation of how you chose this grand challenge.
2. Customer Research & Empathy
    a. Explanation of who the customers are and how they were chosen, and how they learned about their customer - demonstrate research. Remember - the customer is anyone who benefits from your solution.
        i. Demographics - be specific!
            1. Ex. age, gender, race, income range, education and/or occupation.
        ii. Justification why this is a solution needed by this specific community/customer base. Show reasoning by showcasing research and empathy work conducted that prove need, demand, any void in the marketplace and related current market and cultural trends.
3. Customer Problem
    a. Provides a clear and simple summary of the main customer problem the DEI-focused service or product is trying to solve
        i. Use the Customer Problem Statement outline in the D4D Overview Cards.
    b. Include the root cause of the problem and how the problem affects customers
4. Desired Outcomes
    a. Statement that outlines the best possible outcomes for the customer, after the product or service has been delivered, and has addressed the problem. Has a bold, inspiring vision that goes beyond just solving one small customer problem.
5. Creativity and Innovation
    a. Describes the process for coming up with ideas to solve the customer problem, including a wide range, and large number of ideas
    b. Explanation of the different potential solutions you came up with before deciding on this particular solution.
6. Idea Selection and Focus
    a. Outlines the "why" behind narrowing on this specific solution to test
    b. Explanation of product or service strategy by describing and differentiating the product/service features and benefits that create competitive advantage.
7. Rapid Experiments
    a. Visual representation of the solution
    b. Explain how you plan to test, or have tested your service/product with your target customer.