



Rethinking Your Social Impact Strategy

STRIDE – A Social Impact Summit

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We empower organizations to **anticipate risk** and **rationalize reputational concerns** against a backdrop of evolving public pressures.

Societal & Reputational Intelligence

- Monitor pressures from media, activists, and policymakers
- Benchmark peer responses
- Feed internal decision-making processes with timely, rigorous analysis

Stakeholder Influence Analysis

- Map the most important stakeholders on your key issues
- Targeted people research, third party analysis, and thought leadership support

Political & Reputational Vetting

- Identify reputational risks tied to policymakers, corporate partners, and influencers
- Develop custom vetting criteria to ensure partners align with your values

DEI DATA

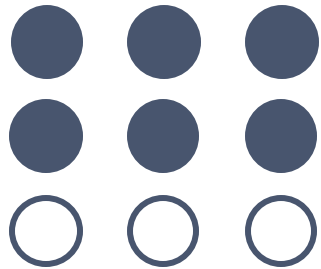
DEI goals on the decline both publicly and internally

DEI GOALS 1 YEAR AGO

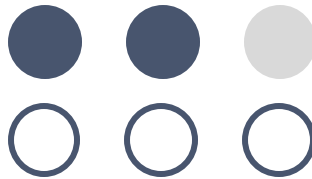
DEI GOALS TODAY

☒ Yes
 ☐ No
 ☐ Don't know

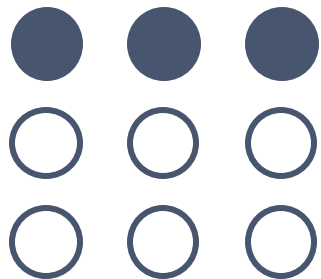
Number of respondents with **internal** DEI goals one year ago



Number of respondents with **internal** DEI goals today



Number of respondents with **public** DEI goals one year ago



Number of respondents with **public** DEI goals today



Internal goals are shrinking. Six of nine DEI executives we spoke to said they had internal numerical goals one year ago, a number that's shrunk to 2 today.

Public goals are nearly extinct. Three of nine had public numerical goals related to DEI as of one year ago; as of today, none of the DEI executives we spoke to had public goals. One answered that they were not sure.

While some companies set public DEI goals last year, none of this year's respondents report maintaining them — reflective of the growing caution around public commitments that we've been tracking for a few years now, as corporations continue to react to new and strong anti-DEI federal pressure.

DEI DATA

‘Chief DEI Officer’ title losing influence in C-suite

We asked executives how **influence as a DEI leader changed** within the c-suite compared to last year



Influence is sunsetting. With many companies rethinking the direction, and even existence, of DEI initiatives, four of nine say that their influence in the C-suite has decreased — signaling not just a shift in priorities but a redefinition of what leadership in this space will require.

As DEI becomes more integrated into broader talent and culture strategies, dedicated DEI executives may hold less formal authority but greater responsibility to demonstrate business impact and relevance. The role is evolving from advocacy to accountability — focused less on visibility and more on embedding inclusion into core operations, performance, and growth metrics.

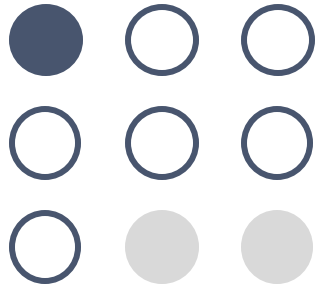
Those who maintain or expand influence are likely to do so by reframing DEI as an enabler of innovation, workforce stability, and reputation resilience — not a standalone initiative, but a measure of organizational adaptability.

DEI TERMS

DEI terminology largely absent from both internal and external use

DEI TERMINOLOGY IN EXTERNAL COMMS

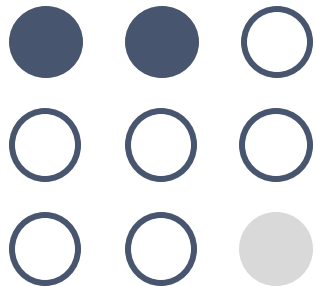
☒ Still uses DEI terms
 ☐ Does not use DEI terms
 ☐ Other



Only one respondent, a consumer discretionary executive, says their company still uses DEI terminology in external communication. Those who have switched say they use *“Diversity and Inclusion; leaning on inclusion,” “Engagement,” “belonging & connection”* and *“I&B.”*

DEI TERMINOLOGY IN INTERNAL COMMS

☒ Still uses DEI terms
 ☐ Does not use DEI terms
 ☐ Other

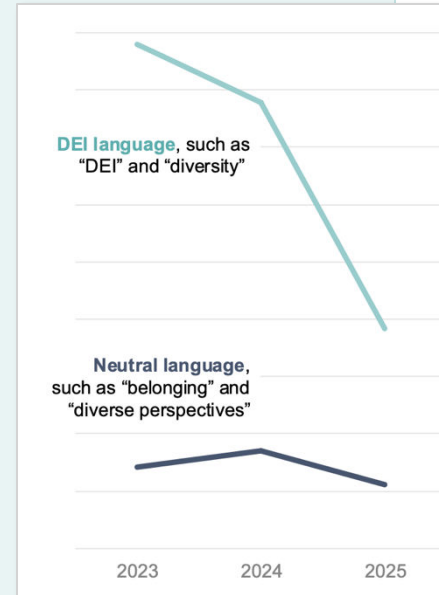


Two executives still use DEI terminology in internal communications, but many have also shifted. Of those who don’t, one writes, *“we discuss diversity in terms of diverse thoughts and perspectives and focus heavily on how inclusion yields positive business impact.”* Another notes they are switching to *“Inclusion & Diversity.”*

FOLLOW THE TREND

We’ve been tracking Corporate America’s retreat from DEI-related language for several years.

Our latest analysis reviews 1,378 public documents from Fortune 100 companies to quantify the use of politicized terms like “diversity” and neutral ones like “belonging.” [Download a sneak peek.](#)



DEI BUDGETS

DEI efforts get more budget cuts than raises

We asked executives how **budgets for DEI efforts** at their companies have changed compared to last year:



Budgets changes skew towards cuts, but funding has largely stayed the same since 2024. This reinforces that many companies want to ‘evolve’ the DEI function rather than eliminate it altogether.

Both respondents who reported that their budgets had “somewhat decreased” were executives in communication services, which may reflect heightened public visibility and engagement demands within that sector.

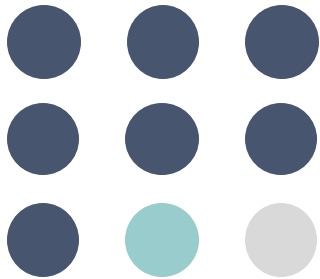
However, two outliers could point to a more company-specific approach: one energy executive noted a significant decrease, while a consumer discretionary executive reported a slight increase.

DEI TEAMS

DEI now largely imbedded within HR/Talent

We asked executives **how their DEI team is currently structured**:

● Embedded within HR or Talent ● Standalone / independent function ● Other



All but two teams are now embedded in HR or Talent. This emphasizes the broader shift toward integrating DEI into core people strategies rather than treating it as a standalone initiative.

By positioning DEI within HR, companies signal an intent to make inclusion part of everyday workforce management and leadership practices.

“Reporting into CHRO and Business Leadership with efforts embedded across the organization.” – Consumer discretionary executive

DEI POLICIES

ERG support is universal, followed by training and inclusion policies

We asked executives which **DEI-related policies their company is currently prioritizing**:

- 1 Employee resource group support** was the most commonly selected policy, chosen by every respondent. Companies are possibly leveraging employee resource groups to fill in gaps as DEI policies shift.
- 2 Training and education** came in second, selected by eight of nine respondents. This shows that companies are serious about educating employees on new internal codes and reorienting towards broader concepts of diversity.
- 3 Accessibility / disability inclusion** was also selected by eight respondents, reinforcing companies' commitment to inclusion.
- 4 Pay equity** was selected by six respondents, showing that most companies are looking at different measurements of equity to focus on as they evolve DEI.
- 5 Diverse recruitment and hiring practices** was selected by six respondents, highlighting the continued belief that attracting and retaining diverse talent is good for business.
- 6 Supplier diversity** was selected by three respondents. This shows that while hiring diversity remains a priority, companies may be backing away from previous supplier diversity programs as DEI scrutiny intensifies.
- 7 Immigration-related support** was selected by only one respondent, indicating that companies don't currently see the Trump administration's deportation agenda as a threat to business.

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