



DEI as a Differentiator?

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Jack Welch – CEO, General Electric from 1981 - 2001

Organizational Structure

- Nine layers of management between the shop floor and the CEO

Restructuring

- Elimination of entire layers of management
- Consolidated overlapping jobs and business units
- Pushed for more responsibility at every level

Focus on Innovation

- Goal Setting
- Employee empowerment
- Communication to foster innovation and outstanding performance

Divestitures

- Any business unit not ranked first or second in its market was divested or closed

Financial Turnaround

- Projections had GE to be unprofitable in 1982
- By 2001, GE's market value increased from \$13B to \$300B



DEI the Intent

Diversity Equity and Inclusion (DEI) are organizational frameworks which seek to promote the fair treatment and full participation of all people, particularly groups who have historically been underrepresented or subject to discrimination on the basis of identity or disability.



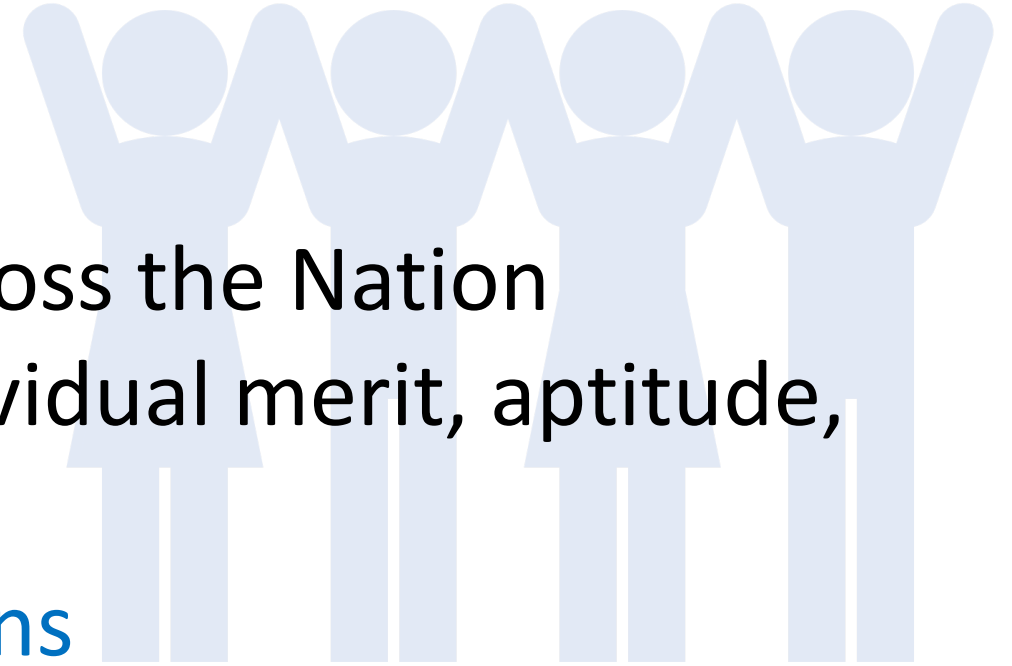
Presidential Action – 21 Jan 2025

Illegal DEI policies

- Threatens safety of people across the Nation
- Diminishes importance of individual merit, aptitude, hard work and determination

Protect Civil Rights of All Americans

- Promote individual initiative, excellence and hard work



Link: [Ending Illegal Discrimination And Restoring Merit-Based Opportunity – The White House](#)

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Message from Stephen Ehikian, Acting Administrator and Deputy Administrator GSA



- Eliminate clauses that MANDATE diversity-related obligations, reporting or record keeping requirements not otherwise mandated by law
- Alleviate unnecessary, illegal and divisive contractual provisions regulatory overreach
- Compliance with all applicable Federal anti-discrimination laws [Section 3729(b)(4) of title 31, United States Code]

Reference link: [OASIS+ Multi-Agency Contract - Contractor Notice Regarding Implementation of Executive Order on DEI | Interact | BUY.GSA.GOV](#)

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Change the Narrative

- Diversity in cultures, ideas, experiences
- Equity in employee empowerment
- Inclusion of ideas, innovations, accountability



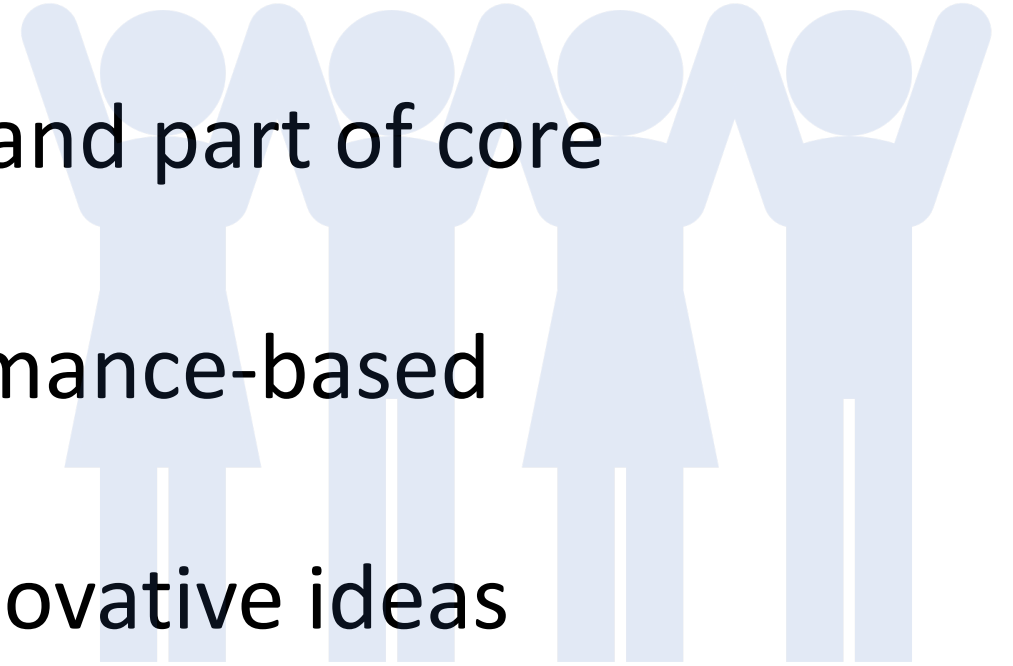
Creating a corporate culture to attract and retain quality employees.

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Re-Define the Acronym

- Divestitures that are thoughtful and part of core capabilities
- Equal Opportunities on a Performance-based matrix
- Inclusion of spot bonuses for innovative ideas





Let's Discuss!

1. Did DEI become a Compliance Chore?
2. Should mention of DEI be eliminated from corporate messaging?
3. Is there value in saving DEI as a Differentiator?

