Self-Assessment Tool

The following self-assessment tool has been adapted for use by Craft Beer For All from the Global Diversity & Inclusion Benchmarks (GDIB) with the permission of the authors. The tool provides a framework for evaluating your current inclusion, equity, and justice (IEJ) efforts and discovering areas of greatest opportunity and need for change.

How to Use This Tool

Conduct an honest evaluation of activities across the organization to determine which of the five stages of progress detailed below best describes your current level of activity for each category of activity you that you choose to evaluate. The worksheet on the following page includes 12 suggested categories. You may add others to meet your needs.

Stages of Progress

Stage 1: Inactive - No IEJ work has begun; progress toward greater diversity via an inclusive, equitable, and just culture are not explicitly part of organization's goals.

Stage 2: Reactive – The organization has a compliance mindset and IEJ efforts are primarily undertaken in order to comply with relevant laws or in response to social pressures.

Stage 3 – Proactive – The organization has a clear awareness of the value of IEJ and has begun to implement IEJ practices systemically.

Stage 4: Progressive – The organization is implementing IEJ systemically and is beginning to show improved results and outcomes.

Stage 5: Best Practice – The organization is demonstrating best practices, achieving successful results and outcomes, and serves as an exemplar for other organizations.



Category of Organizational Activity	Stage 1 Inactive	Stage 2 Reactive	Stage 3 Proactive	Stage 4 Progressive	Stage 5 Best Practice
IEJ Vision and Strategy					
IEJ Structure and Implementation					
Leadership & Accountability					
Pipeline Development & Recruitment					
Retention, Development, and Advancement					
Assessment, Measurement, and Research					
IEJ Learning and Skill Development					
Internal Communications					
Marketing & External Communications					
Community Relations & Social Responsibility					
Products, Services, Events & Spaces					
Supplier & Partner Diversity					