

Meet Your Presenter

- Director of Strategic Partnerships, Chicago Minority Supplier Development Council, ChicagoMSDC
- President & CEO, Peacock Potentials
- 15+ Years as a Diversity Professional
- 2019 Diversity Professional of the Year



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NEXT'21

(Networking, Education, eXperience and Technology)

“Engaging Diverse Audiences and Suppliers”

For Certification

Chicago Minority Supplier Development Council, Inc.

Connects minority suppliers with major-buying organizations, fortune 500 companies.



- Certifies Minority Business Enterprises (MBEs)
- Develops MBEs
- Provides education and training

For Assistance with Certifications and Supplier Diversity

Peacock Potentials

Specializes in offering solutions to spread the wings of personal, professional and business potentials.



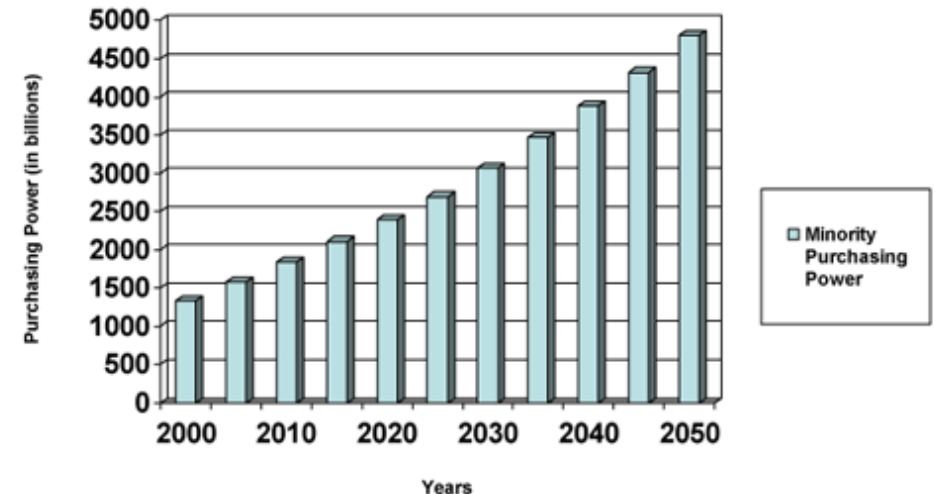
- Life Coaching
- Leadership Coaching
- Team Building
- Customer Service Training
- Supplier Diversity
- Diversity & Inclusion

Diversity is More than a Buzz Word



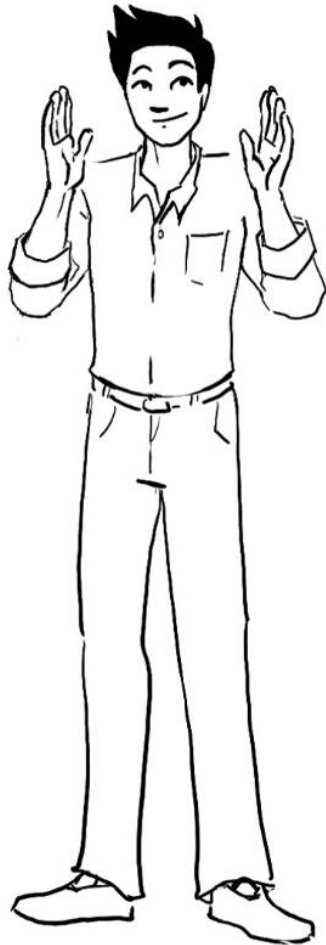
- ❑ Recent events have highlighted the need and desire to embrace diversity
- ❑ Demographics are changing. Strong strategic Supplier diversity programs within corporations positively impact the economy.
- ❑ Supplier Diversity is a business strategy that ensures a diverse supplier base in the procurement of goods and services for any business or organization.

Figure 2: Projected Minority Purchasing Power



Data Source: Bureau of Economic Analysis, 1995, BEA Regional Projections, W.D.C.

**Federal Government
\$4.8 trillion**



**Think about how
much government
agencies and
corporations spend
annually**

<https://www.thebalance.com/current-u-s-federal-government-spending-3305763>

**Private Sector Spends
Way more than that!**



Integrating Diversity into the Supply Chain

- ❑ Make supplier diversity a priority.
- ❑ Set benchmarks and goals.
- ❑ Measure and report your success.
- ❑ Identify opportunities.



Be Intentional

- ❑ Start Small – Create Realistic Goals
- ❑ Identify areas where you can utilize owned companies. Catering, office supplies, print and design
- ❑ Work with business service organizations like ChicagoMSDC or Small Business Development Centers to obtain a list of suppliers
- ❑ Determine ways to maximize supplier diversity

Don't Try,

DO!

Let's Chat from Two Perspectives

Being a Diverse Supplier



Utilizing Diverse Suppliers



Diverse Supplier

Various Certifications

Include businesses that are owned and controlled by individuals that identify as:

- ☐ Women – WBE
- ☐ Disadvantaged – Under a specific revenue threshold
- ☐ LGBTQ – Identify as gender specific
- ☐ Veteran - Served in armed forces

Ethnic Minority Certification

Defined as any business having owner(s) belonging to the following minority groups:

- ☐ Black/African-American
- ☐ Hispanic-American (e.g. Latin American, non-Spaniard)
- ☐ Native American
- ☐ Asian and Pacific Islander American (Asian-Indian included).

Becoming a Diverse Supplier



- **Complete the online Certification application.** Certification starts with the online application.
- **Pay the application fee.** Applicants pay a fee for processing
- **Send required documentation.** ChicagoMSDC requires specific documents to complete the Certification process.
- **Site Visit.** ChicagoMSDC will perform a site visit to review your business premises and conduct a personal interview of the owner(s).
- **Committee Review.** The Certification Committee meets regularly to review applications for MBE Certification.
- **Board Review.** The Board will review the Certification Committee's recommendation and make the final decision.

Benefits of Being a Certified Supplier

- Gain access to education and training in various industries
- Stay abreast of opportunities and trends.
- Access a database of other certified MBEs
- Added to supplier database search





Corporations typically
want companies that
are certified as a _____
Business Enterprise:

**Minority (MBE) | Women (WBE)
Veteran (VBE) | LGBTQ**

I procrastinated for years because I was hesitant to divulge so much personal information for the certification application.

After getting certified, I attended events, pitched my ideas, and developed relationships which has led to more referrals to opportunities.

Depending on the business model and desired clients, certification can provide unprecedented exposure to potential buyers at WBDC/CMSDC conferences.



Melanie

Entrepreneur Education

Utilizing Diverse Suppliers

Demonstrates a commitment to inclusion

Reflective of the communities and demographics serviced as customers

Allows various opinions by promoting innovation



How it Works

All hands on deck to reach the goal

Think outside of your normal suppliers

Incorporate Integrity

Identify the return on investment

Integrated into purchasing.
Be intentional



You Can Also Use Diverse Suppliers



If you feel that an equal playing field is necessary.

It starts with you!

Let's Use Those Creative Minds!

Buy Diverse

Do's and Don't of Supplier Diversity

- ❑ Don't think that supplier diversity guarantees business
- ❑ Don't Get discouraged by Hurry up and wait phases
- ❑ Don't Take on jobs you can handle
- ❑ Do Learn from others. Grab a mentor if possible



For Certification

**Chicago Minority Supplier Development
Council, Inc.**

www.chicagomsdc.org



For Assistance with Certifications and Supplier Diversity

Peacock Potentials

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Thank you for your time and attention!

