

The Art & Science of DE&I: I Want You to Want Me

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Manager, Field Communications

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Internal Communications Specialist



AGENDA

1

DE&I and Creating Belonging

2

Communications Strategies

3

DSG Connect

4

Q&A

What is Diversity, Equity &

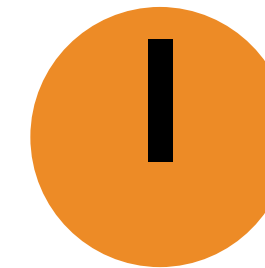
Inclusion?



Diversity is about empowering people by respecting and appreciating what makes them different



Equity is about giving everyone the access, opportunities and resources needed to thrive



Inclusion is about a sense of belonging

CREATING BELONGING



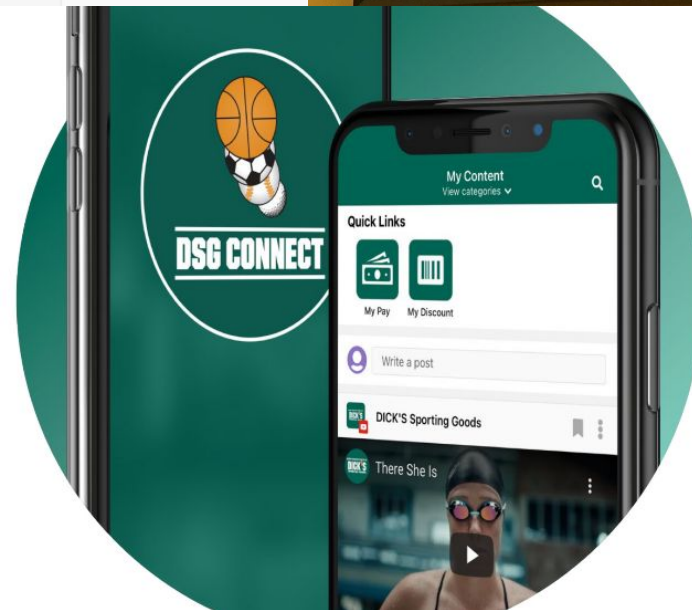
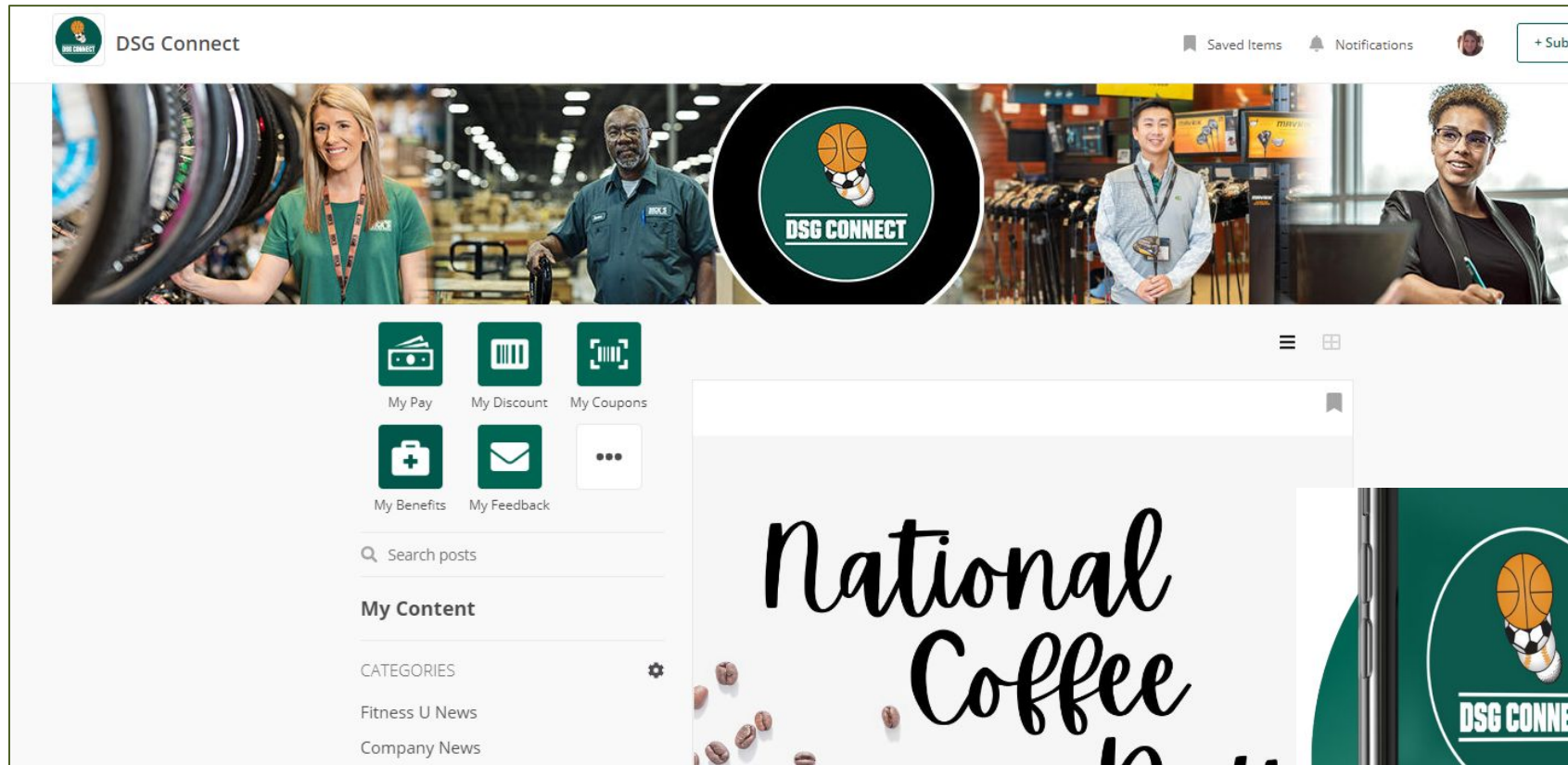
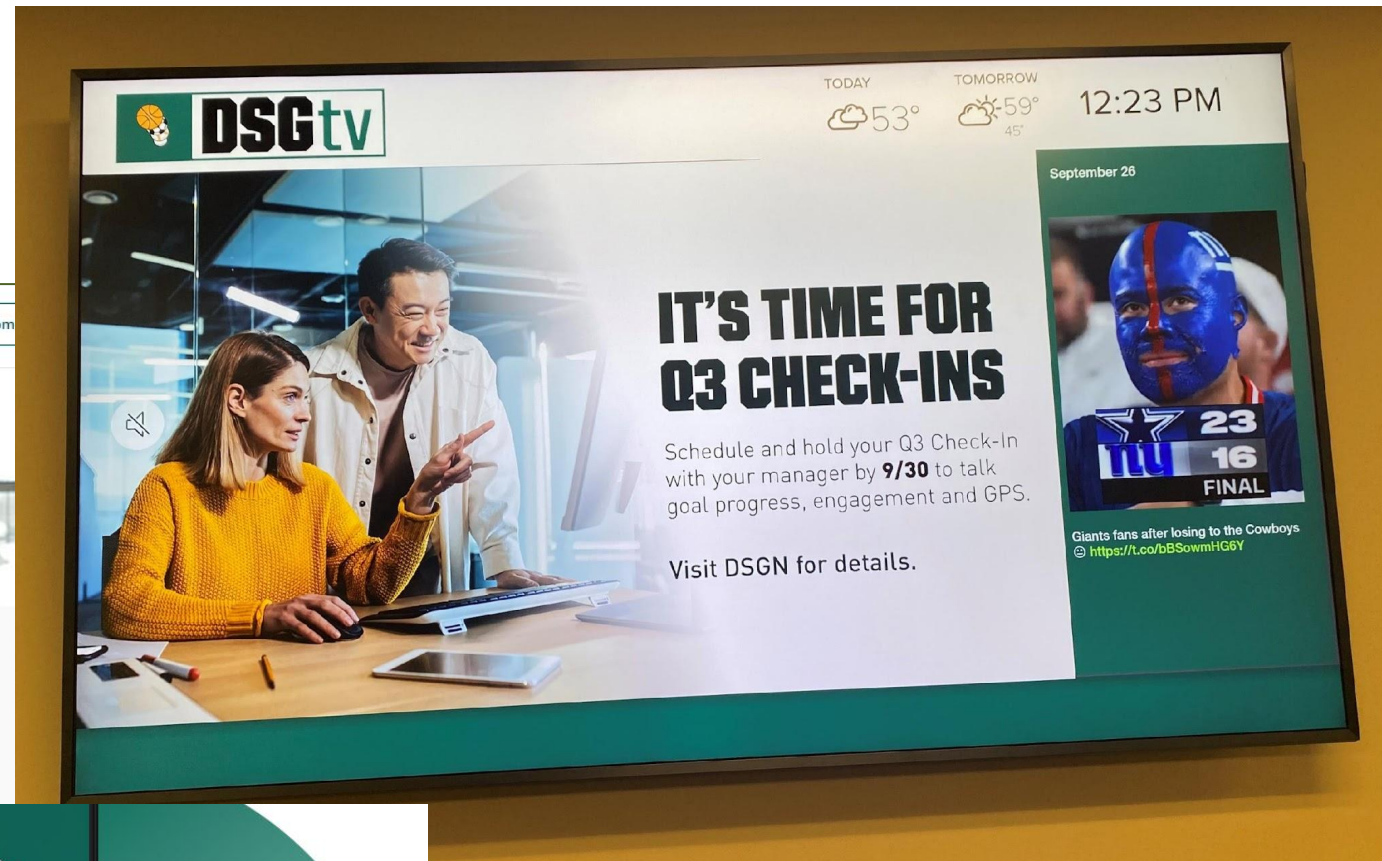


ENCOURAGING ENGAGEMENT

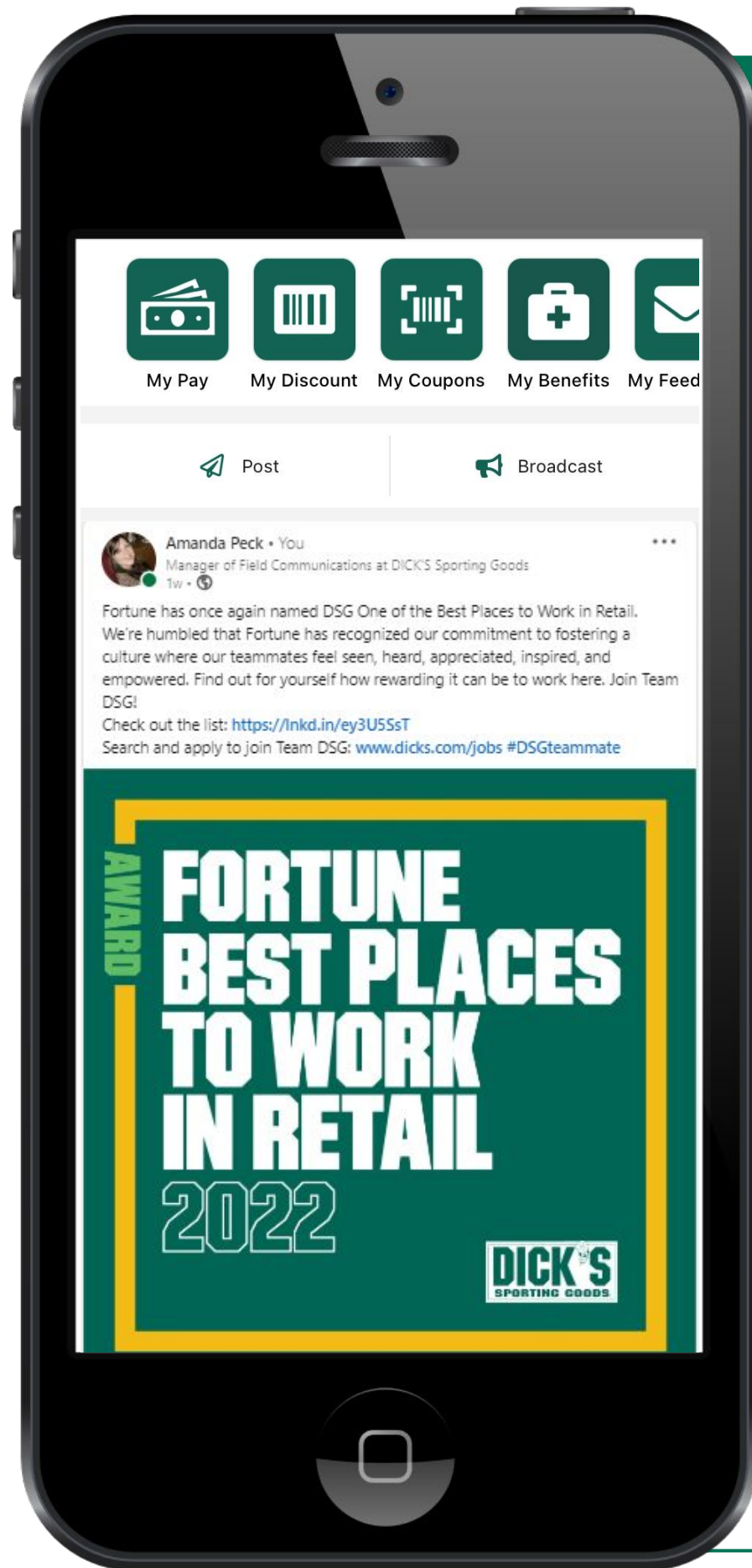
**Meet teammates where they
are in their DE&I journey:**

- Impact Teams
- DE&I Calendar Moments
- Courtside Team
- Teammate Resource Groups

COMMUNICATIONS



DSG CONNECT



Create an intentional space for teammates that is:

- Accessible to hourly teammates
- Interactive and transparent
- Connects all lines of business and acts as a hub
- Targets specific groups of teammates when necessary



DSG CONNECT

April Trueblood • 1st
Director of Store and Field Communications at DICK'S Sporting Goods
3w •

Our newest Sideline Report is out! Check out this feature on our teammate, Jennifer Ayers, whose family story was played out in the feature film "The Soloist" starring Jamie Foxx. Jennifer is a tireless advocate for mental health res...see more



S-R

DSG TEAMMATE JENNIFER AYERS HITS THE RIGHT NOTES FOR MENTAL HEALTH AWARENESS

dsgconnect.dcs.com • 1 min read

Heather Zanoni (She/Her) • 1st
ESG@DSG
4d •

I am so excited to announce that our 2021 Purpose Playbook is here!

Countless teammates have provided data and anecdotes to round out...see more



2021 PURPOSE PLAYBOOK

INTRODUCING THE 2021 PURPOSE PLAYBOOK

1 min read

3 comments • 1 share

Ken Dobson • 2nd
Store Manager at DICK'S Sporting Goods
4mo •

This has been a wild ride. Capped off by this spotlight feature on DSG Connect. The ability to do something important that you love, with a company I have spent my whole life with, leaves me full of emotion. ...see more



SPOTLIGHT: DE&I ROTATIONAL PROGRAM

MEET THE TEAMMATE

KEN DOBSON
Store Manager, Store 772

Carrie Whisel (She/Her) • 1st
Talent Acquisition Project Manager at DICK'S Sporting Goods
6d •

Proud to work with some really smart friends in #DSGTECH. Thanks for all you do to keep DSG on the forefront of innovation! #dsglife #DSGteammate



#DSGTECH wants to THANK all of our technology teammates on this IT Professionals Day

DICK'S SPORTING GOODS

Happy IT Professionals Day!

dsgconnect.dcs.com • 1 min read

Thank you!



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