

**"Measuring Diversity Return on Investment"**

**The Diversity Factor e-Journal**

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**April W. Klimley, Editor-in-Chief**

*the*  
**Diversity**  
For people facing  
the deeper issues  
of diversity  
**Factor**

# Measuring Diversity Return on Investment

**2010 Fall**

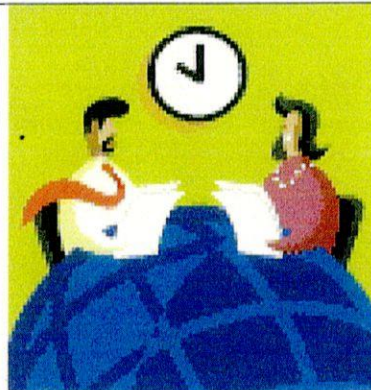
**Volume 18, No. 3**

## Measuring Diversity ROI



**The Diversity Profit Equation  
(d/PE™)—A New Way to  
Measure Diversity ROI**

-By Craig B. Clayton, Sr.



**How Kraft views  
ROI at the  
Corporate Level--**

An Interview with  
Kraft's VP  
Diversity—Jim  
Norman



**Case Histories for  
Measuring ROI...**

By Nancy R.  
Lockwood based on  
SHRM study

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*PLUS: A Tribute to Elsie Y. Cross-Part Four*