

04. Pou Tuawha - Māramatanga Knowledge is Power

A key part of an organisation's success in supplier diversity depends on its knowledge, understanding, and education efforts.

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This article is four of six in
our Tere ki Tai impact series



Championing supplier diversity through understanding

If you don't understand something, you can't champion it. This holds especially true for supplier diversity. A key part of an organisation's success in supplier diversity depends on its knowledge, understanding, and education efforts. This includes how familiar employees are with the concept, the implementation of training initiatives, and the channels used to share and update knowledge. Let's delve into these aspects and reflect on how they play a critical role in driving the supplier diversity movement.

① Organisational awareness

Organisational awareness is critical for driving successful supplier diversity efforts. If employees are unaware of supplier diversity, they cannot understand its importance or why it is needed.

“Successful supplier development implementation requires organisational awareness which includes communication about the organisation’s intentions and actions”

(Kinsela, 2021)

There is power not just in knowing, but in understanding. Understanding can turn people into both silent drivers and loud champions. Without widespread understanding and acknowledgment of the importance of supplier diversity, these efforts are likely to falter.

“Knowledge of the supply chain and how Indigenous businesses could participate is a critical enabler”

(Short, et al., 2019)

② Knowledge and training

While basic awareness among employees is essential, it is equally important to cultivate a higher level of knowledge throughout the organisation. The importance of education and training cannot be overstated. These efforts are crucial for employees to improve their



comprehension of supplier diversity. Regular training programs and workshops are essential for raising awareness and understanding among staff members. These initiatives not only enhance individual knowledge but also contribute to a culture of inclusivity and diversity within the organisation.

Having supplier diversity experts is also recommended. Those who can effectively influence and educate others, ensuring that everyone has a solid understanding of the concepts and practices across the internal staffing is paramount.

“The need for supplier diversity professionals is more important than ever.”

(Porter, 2019)

These professionals play a pivotal role in disseminating knowledge and driving capability across the industry. By investing in education and training, organisations can empower their employees to champion supplier diversity, whilst also showing its presence within core values and goals.

Amotai offers an online course, 'Supplier Diversity Essentials' that provides a step-by-step guide to understanding and embedding supplier diversity practices. Amotai also offers **Making Sense of Supplier Diversity**, a 1-day in person training to cover Supplier Diversity 101.

③ Communications

Communication is a critical lever for disseminating knowledge. Beyond mere words it can shape perceptions and drive change. Within organisations, effective communication is essential for informing, educating, and supporting employees.

“Communication is an important tool as it can either reflect diversity or reinforce discrimination”

(Gantman, 2020)

To propel supplier diversity, organisations need to develop a communication strategy dedicated to this cause.



This strategy could include dedicated stories and case studies that showcase successful initiatives, as well as regular updates on the organisation's goals in this space.

“A well-structured internal communication plan can ensure that everyone is aligned with program goals, initiatives, and challenges”

(Blumberg & Nelson, 2022).

By consistently communicating both internally and externally about their activities, organisations can demonstrate their commitment to supplier diversity. This not only showcases their dedication but also inspires others to join the movement.

In conclusion

To create sustainable supplier diversity, organisations require more than just a surface-level understanding; it demands a deep knowledge and commitment throughout the organisation. Organisational awareness serves as the foundation, ensuring that every employee is not only aware of supplier diversity but also understands its significance.

Communication plays a pivotal role in driving these efforts, shaping perceptions, and driving change. It's a commitment to inclusivity, innovation, and sustainable growth, through a culture of knowledge, understanding, and effective communication..

Need support?

If your organisation needs support in training initiatives on supplier diversity please get in touch with the team at Amotai. We have a variety of training resources available.



Blumberg, R. D. & Nelson, A., 2022. Top 10: Strategies to increase supplier diversity. [Online] Available at: [https:// supplychaindigital.com/supply-chain-risk-management/top10-strategies-to-increase-supplier-diversity](https://supplychaindigital.com/supply-chain-risk-management/top10-strategies-to-increase-supplier-diversity).

Gantman, M. M., 2020. A Guide To Diversity, Equity And Inclusion In Communications. [Online] Available at: [https:// www.forbes.com/sites/forbescommunicationscouncil/2020/10/21/a-guide-to-diversity-equity-and-inclusion-incommunications/?sh=1c678f6c2b54](https://www.forbes.com/sites/forbescommunicationscouncil/2020/10/21/a-guide-to-diversity-equity-and-inclusion-incommunications/?sh=1c678f6c2b54).

Kinsela, K., 2021. Supplier Diversity How. 2 ed. Australia: In House Publishing.

Porter, K. K., 2019. Implementing Supplier Diversity. Gainesville, FL, USA: Palgrave Macmillan imprint.

Short, S., Foote, J. & Ruckstuhl, K., 2019. Understanding the viability of social procurement for indigenous communities in New Zealand, Dunedin, NZ: Aukaha.

Tere ki Tai

Tere ki Tai Buyer Maturity Matrix is a powerful framework designed to inspire and guide organisations towards becoming global leaders in supplier diversity.



Tere ki Tai sets a benchmark for supplier diversity maturity in Aotearoa. It provides a way to measure how well organisations have progressed and improved across supplier diversity indicators.

This article references one of the six **Ngā pou o Tere ki Tai** | **The Pillars of Tere ki Tai: Maramatanga | Knowledge is Power.**

Start your Tere ki Tai journey by contacting your Supplier Diversity Lead or our Capability Manager, **Paul Tukukino** directly paul@amotai.nz