



The FMI Supplier Diversity Best/Next Practices Guide:

Article Submission Instructions & Template

FMI's—Food Industry Association—Supplier Diversity Committee has launched a Best/Next Practices initiative. As part of this initiative, FMI will document and share supplier diversity best practices from FMI members representing a broad spectrum of the food industry from retailers, wholesalers to product suppliers and service providers that deliver to the food industry. This project will result in increased engagement and greater success for diverse suppliers throughout the food industry and is in partnership with Ralph G. Moore & Associates (RGMA), a leading subject matter expert on supplier diversity.

Phase one of the project includes a survey on the supplier diversity business process. In this second phase, we are asking for contributions of best practices articles that provide practice and applicable information on supplier diversity programs.

We ask that you consider sharing your supplier diversity insights for inclusion in this Guide. To help with your Article Submissions, we've provided the following information below:

- Article Instruction and Guidelines.
- Example Article.

Thank you again for your participation!





Best/Next Practices Article Instructions & Guidelines

Tell a story on the best/next practice and how it has impacted your company. To ensure uniformity of the articles, we have created the following outline for article submissions:

Length: All articles must be 1,500 words or less.

Due Date: All submissions are due by **December 3, 2021** to RalphMoore@RGMA.com

Additional information on the FMI Supplier Diversity Next/Best Practices is available via appointment. Schedule here: <https://calendly.com/rgmaschedule/30min>

Best/Next Practices Article Format and Details:

- 1. Article Title:** Direct and to the point. Describe the article's subject and message.
- 2. Article Introduction:** This should be a historical anecdote, a question, an eye-opening statement, or anything that draws the reader's attention and sets up the best practice contained in the article. You can share an anecdote or introduce a fact that relates to the topic you're addressing. The article's introduction should have the intrigue necessary to grab the readers' attention and sufficient practicality to keep it.
- 3. Component Thesis:** State which of the above components will be discussed and why it is essential to advancing supplier diversity.
- 4. Component Supporting Material:** List all the key points/evidence for argument/factual content. Describe the tools, tips, or techniques you used to implement this component. Make sure your key points are in a sequence so that they're building your argument like a pyramid, providing the basic foundational information first, then building up from there. Make sure you tailor this section from the vantage point of your reader rather than your own. Most readers will not be experts.
- 5. Tell a Story:** Tell a personal story that is specific and highly relevant. You are not looking for a generic story that supports your key points; rather, this should be a story that demonstrates the message you want to convey in the article.
- 6. Reader Takeaway** The summary at the end of the article. It lays out what the reader needs to know from this article.



Article Example:

1. Article Title: Technology Cannot Fix a Dysfunctional Communication System

2. Article Introduction: A Google search shows over one million articles about various forms of social media used inside and outside of corporations.

3. Component Thesis: We have a process for internal and external communications beyond social media. Technology can change the landscape of supplier diversity, but managing your messages is still crucial. Technology will NOT replace objectives, strategies, goals, and metrics, or a call to action. What technology does is create more demand for the proper application of supplier diversity best practices with the RIGHT SKILL SETS, which this article is all about.

4. Component Supporting Material: This article will discuss how to put the brakes on automating broken communication systems on your supplier diversity actions until the underlying problems are fixed. Many organizations have supplier diversity websites and use social media and voice mail to direct diverse supplier engagement. These systems help with the volume of solicitations but do not engage buying teams with higher-level priorities for managing the supply chain. This article will discuss developing processes that will prioritize organizational needs, minimize supplier "auditions," and maximize supplier diversity referrals to an engaged buying community.

5. Tell a Story: I will tell the story about my first 30 days in supplier diversity, where I thought the job involved "auditioning" diverse suppliers.

6. Reader Takeaway: Technology is only a tool. In and of itself, it can't fix broken internal and external communication processes.

