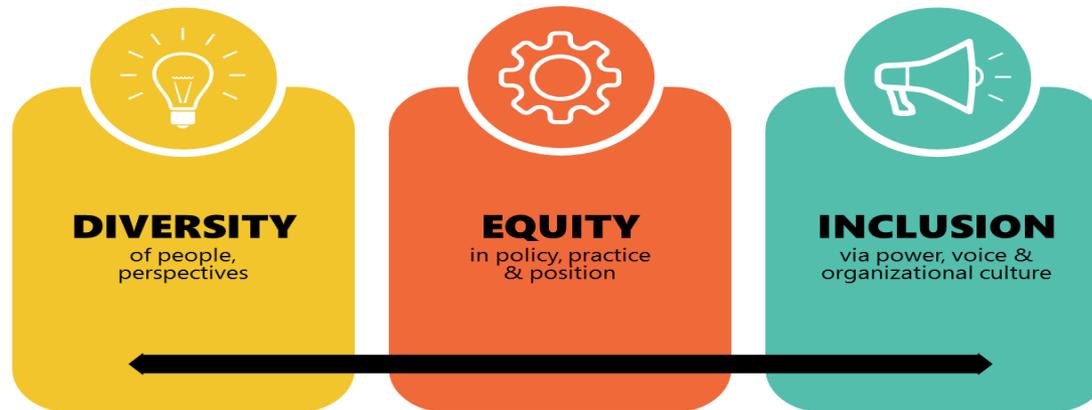


EVOLVE (Educated Voices On Leading and Valuing Equity) **Series**

DIVERSITY, EQUITY AND INCLUSION 101: FIRST STEPS TO CREATING TRANSFORMATIVE CHANGE IN THE WORKPLACE

**Presented by the Myrtle Beach Area Chamber of Commerce
Diversity, Equity and Inclusion Council**

Session Objectives



- ❖ To provide a clear understanding of what diversity, equity and inclusion are and what they are not
- ❖ To raise greater awareness and sensitivities to diversity, equity and inclusion issues (DEI) that go well beyond assumed categories
- ❖ To explore strategies and actionable ways to increase workplace inclusivity as individuals and members of organizations
 - Developing our toolkit to empower us to create a more inclusive workplace

The Benefits of Diversity, Equity and Inclusion in the Workplace

The pressure for companies and organizations to embrace diversity and support a more equitable and inclusive workplace is not just a social trend – it is also an economic one.

Top Reasons for Cultivating DEI in the Workplace

- ❖ It's the right thing to do
 - ❖ Prevailing belief that companies have a responsibility to go beyond profit (reflect society/representation, make an impact on society/community building)
- ❖ It's the smart thing to do
 - ❖ companies that are more gender diverse are 21% more likely to outperform others; those that are ethnically diverse are 33% more likely to outperform others (McKinsey Study: Delivering Through Diversity)

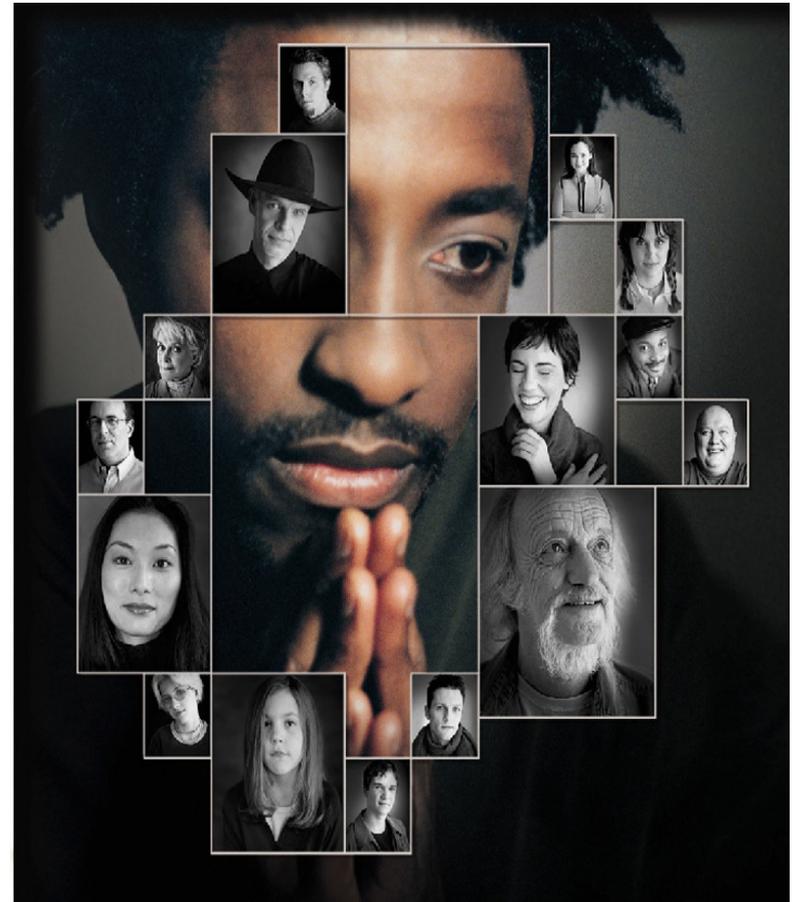
DEFINITIONS

What is Diversity?

Diversity = Presence

Diversity in all of its forms:
Age, Class, Ability, Ethnicity, Gender Identity, Gender Expression, Immigration Status, National Origin, Race, Religion, Sexual Orientation, Marital Status, Veteran Status, Political Orientation, among others

We all bring a variety of backgrounds, styles, perspectives, values and beliefs as assets to the groups and organizations with which we interact





Adapted from: jhu.edu/dlc/resources/diversity_wheel

DEFINITIONS

What is Equity?

Equity = Access

Equity is the promotion of policies and practices that gives members of a community what they need to have the opportunity to be successful

To be equitable there must be an intentional focus on inclusion at all levels of decision-making, policies, and practice

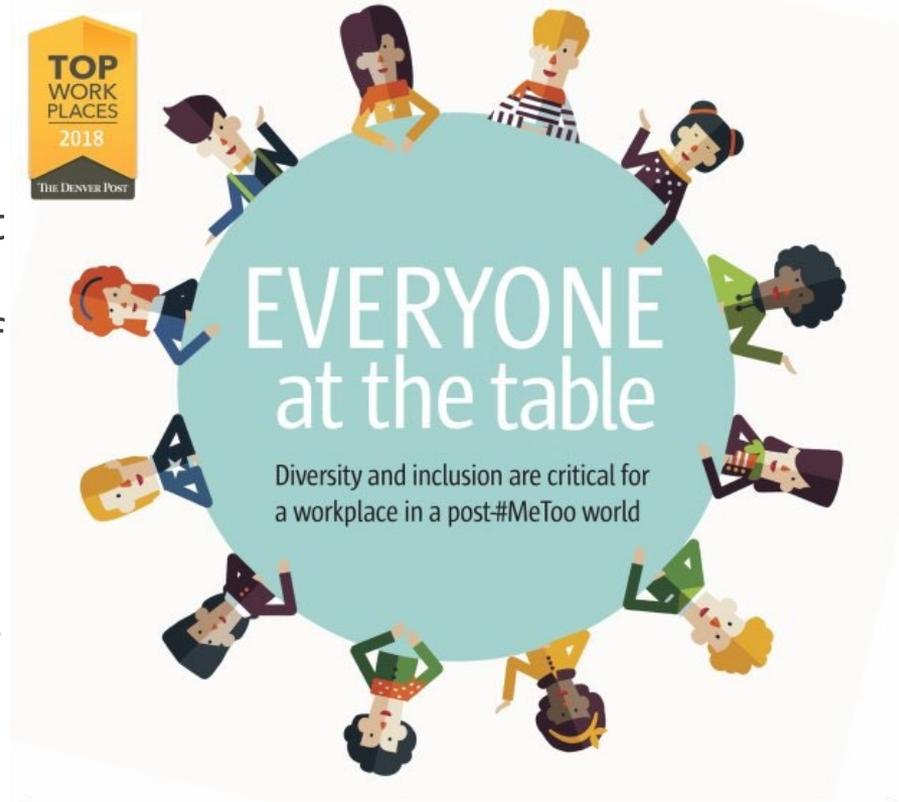
DEFINITIONS

What is Inclusion?

Inclusion = Culture and Climate

Differences are welcomed, different perspectives are respectfully heard and every individual feels a sense of belonging

Proactive and intentional steps to create and sustain opportunities for all people to engage and connect



The Business Value of DEI

A diverse workforce drives economic growth

❖ Literally bring in the cash: According to a recent Gartner study, highly inclusive organizations generate 2.3x more cash flow per employee, 1.4x more revenue, and are 120% more capable of meeting financial targets

❖ Inclusivity =  revenue

A diverse workforce can capture a greater share of the consumer market.

❖ Extend your market: Organizations have an opportunity to effectively market to a larger group of customers (e.g. those who identify as LGBTQ; are differently abled, etc.)

Other Considerations:

❖ Recruiting from a diverse pool of candidates means a more qualified workforce

❖ Diversity fosters a more creative and innovative workforce

The Business Value of DEI

Organizations that actively work to make their cultures more inclusive are better positioned to achieve strong customer loyalty as well as boost employee engagement and productivity

- ❖ Employees who feel their voice is heard at work are nearly five times more likely to feel empowered to perform their best work
- ❖ Employees who say their company provides equal opportunities are nearly four times more likely to say they are proud to work for their company
- ❖ Employees who say they're able to be their authentic self at work are nearly three times more likely to say they are proud to work for their company — and nearly four times more likely to say they are empowered to perform their best work

Building Diversity In the Workplace

Recruitment and Hiring*

1. Leverage diverse job boards
2. Offer targeted internships and scholarships
3. Highlight diversity on your career site
4. Explicitly ask for referrals
5. Have a diverse interview panel
6. Implicit/unconscious bias training for recruiters

**DEI Strategic Planning*

Embedding Equity and Inclusion In the Workplace

Incorporating Equity and Inclusion into Policies and Practices*

1. Create diversity friendly policies
2. Reassess employee benefits
3. Provide diversity training
4. Establish diverse mentorships
5. Build diverse teams
6. Measure your efforts

**DEI Strategic Planning*

Diversity, Equity and Inclusion in the Workplace

Diversity in the workplace provides strength. It also challenges individuals to respond to their diverse work environment effectively.

Valuing individual and group cultural differences is critical to creating an inclusive workplace.

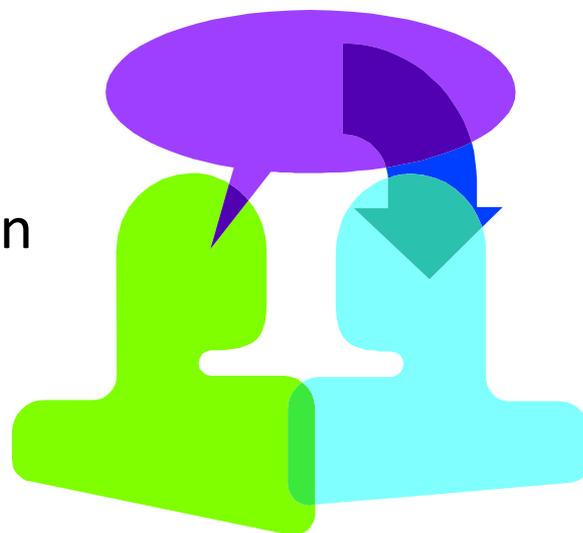
What does this mean for you?

You must develop your cultural competence

(the ability to interact effectively with people from difference cultures beyond the boundaries of their own cultural interpretations and biases)

All Communication is Filtered Through Your Cultural Perspective (Identity)

- Age
- National origin
- Race
- Sexual orientation
- Religion
- Disability
- Sex
- Gender Identity and Expression
- Education



- Work role/experience
- Geographic location
- Functional discipline
- Languages used
- Economic status
- Family situation
- Military experience
- Philosophical perspective

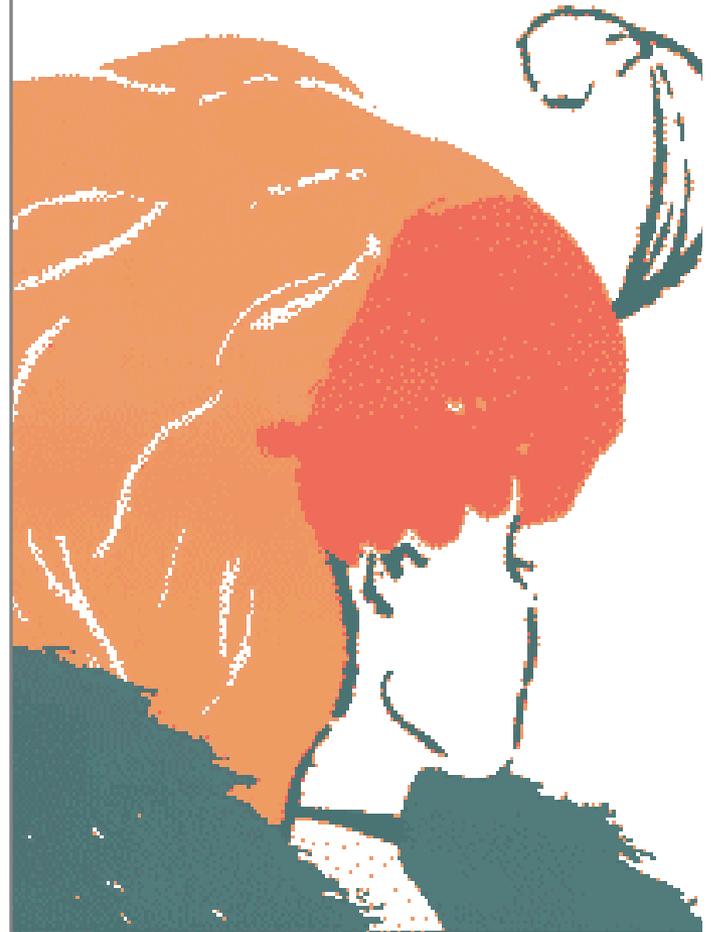
What do you see?

Same Image

- Different perception/experience of it
- Can train self to see both

Same Action/Statement

- Intent and impact can be vastly different
- Need to learn to “see” and “hear” from various perspectives, not to be politically correct, but rather to be respectful, responsive, inclusive



Cultural Competence and Implicit Bias

Cultural Competence is the ability to interact effectively with people from different cultures beyond the boundaries of their own cultural interpretations and biases

Implicit bias refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner.

These biases

- ❖ reside deep in the subconscious and are activated without an individual's awareness or intentional control
- ❖ cause us to have feelings and attitudes about other people based on identity characteristics including but not limited to: race, ethnicity, gender, age, appearance
- ❖ develop over the course of a lifetime beginning at a very early age through exposure to direct and indirect messages

Implicit Bias

A Few Key Characteristics of Implicit Biases

Implicit biases are **pervasive**. Everyone possesses them, even people with avowed commitments to impartiality.

The implicit associations we hold **do not necessarily align with our declared beliefs** or even reflect stances we would explicitly endorse.

We generally tend to hold implicit biases that **favor our own ingroup**, though research has shown that we can still hold implicit biases against our ingroup.

Implicit biases are **malleable**. The implicit associations that we have formed can be gradually unlearned through a variety of debiasing techniques.

Adapted from <http://kirwaninstitute.osu.edu/research/understanding-implicit-bias/>

Increasing Cultural Competence

Cultural Competence is the ability to respond effectively and appropriately to different cultural/generational contexts in the workplace

Taking Proactive, Intentional Steps to Developing Cultural Competence

Recognize that we all have biases and identify what your biases are.

Learn Best Practices to Lower Implicit Bias

- ❖ Harvard University - Project Implicit
- ❖ Develop the capacity to use a “flashlight” on yourself. This means noticing one’s internal thoughts and feelings. Learn to stop and examine your reactions before acting instinctively.

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Learn Best Practices to Lower Implicit Bias

- ❖ Pay attention to those things about people different from ourselves that surprise us or make us feel uncomfortable. These often provide clues to our stereotypes and biases. Ask yourself, “Do I have automatic judgements about this person or group of people?”
- ❖ Practice “constructive uncertainty.” When making decisions that affect others, avoid the tendency to be drawn to certainty. This can often mask the complexities of interactions, and can contribute to making us blind to our biases. Be willing to challenge your own certainty, and notice when you are pulled to “be right.”

What Happens When We Don't Increase Our Cultural Competence

Workplace Microaggressions

Microaggressions in the Workplace

Microaggressions: everyday verbal, nonverbal, and environmental slights, snubs, or insults, whether intentional or unintentional, which communicate hostile, derogatory, or negative messages to target persons based solely upon their marginalized group membership (Derald Wing Sue, Ph.D.)

Consider This....

A new employee shares that their preferred pronouns are they/them/theirs.

Are you culturally competent? (Gender Identity and Expression; Transgender and Non-binary employees)

Are you and other consistently using those pronouns?

- An exercise in meaningless identity politics or a sign a respect to an individual's innermost identity and their dignity?
- Not using the individual's pronouns is a sign of microaggression and prejudice

Consider This....

Personal and Organizational Accountability

- Intentionally create space within the organization to address the microaggression (Intentional messages about core values; HR messaging; bias reporting)
- Criticize the microaggression rather than the microaggressor so that the focus remains on how that statement has made the other person feel rather than apportioning blame.
- If you are the microaggressor, use empathy and do not get defensive. Try and acknowledge and recognize your unconscious biases, reflect on them and the hurt your words might have caused.
- For others, it is important to act as an ally rather than speaking out for someone else who has suffered microaggression since this is an act of aggression itself, dehumanizing them and indicating that they do not have their own voice and cannot stand up for themselves.

Promoting Diversity, Equity and Inclusion in the Workplace

Practice positive, constructive work habits in the workplace

Recognize and respect others and their individuality

Think before you speak

Talk about your differences and ask tactful questions about how people want to be treated

Eliminate stereotypes and generalizations

- ❖ Experience other cultures

Taking a Deeper Dive...

EVOLVE (Educated Voices On Leading and Valuing Equity) Series

Thursday, Aug. 20 - 10 a.m.

Generations @ Work

Thursday, Sept. 17 - 10 a.m.

Implicit Bias

Thursday, Oct. 15 - 10 a.m.

Microaggressions

Thursday, Nov. 19 - 10 a.m.

DEI Strategic Planning
