



# Introduction to DEI Strategy

What inclusion **really** takes

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A webinar



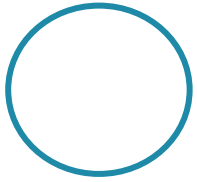
# Introductions

**Alasdair James Scott**

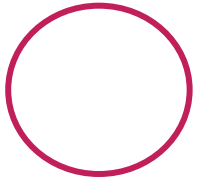


**Senior DEI Consultant  
and Business  
Psychologist**

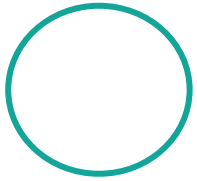
# Today's webinar



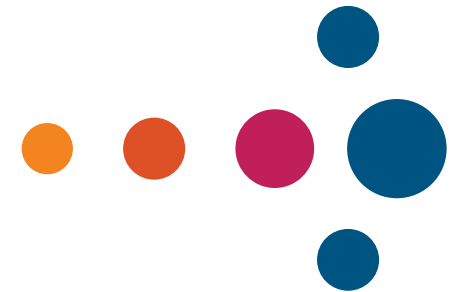
**Part One:** Understanding today's context



**Part Two:** The inclusive organization



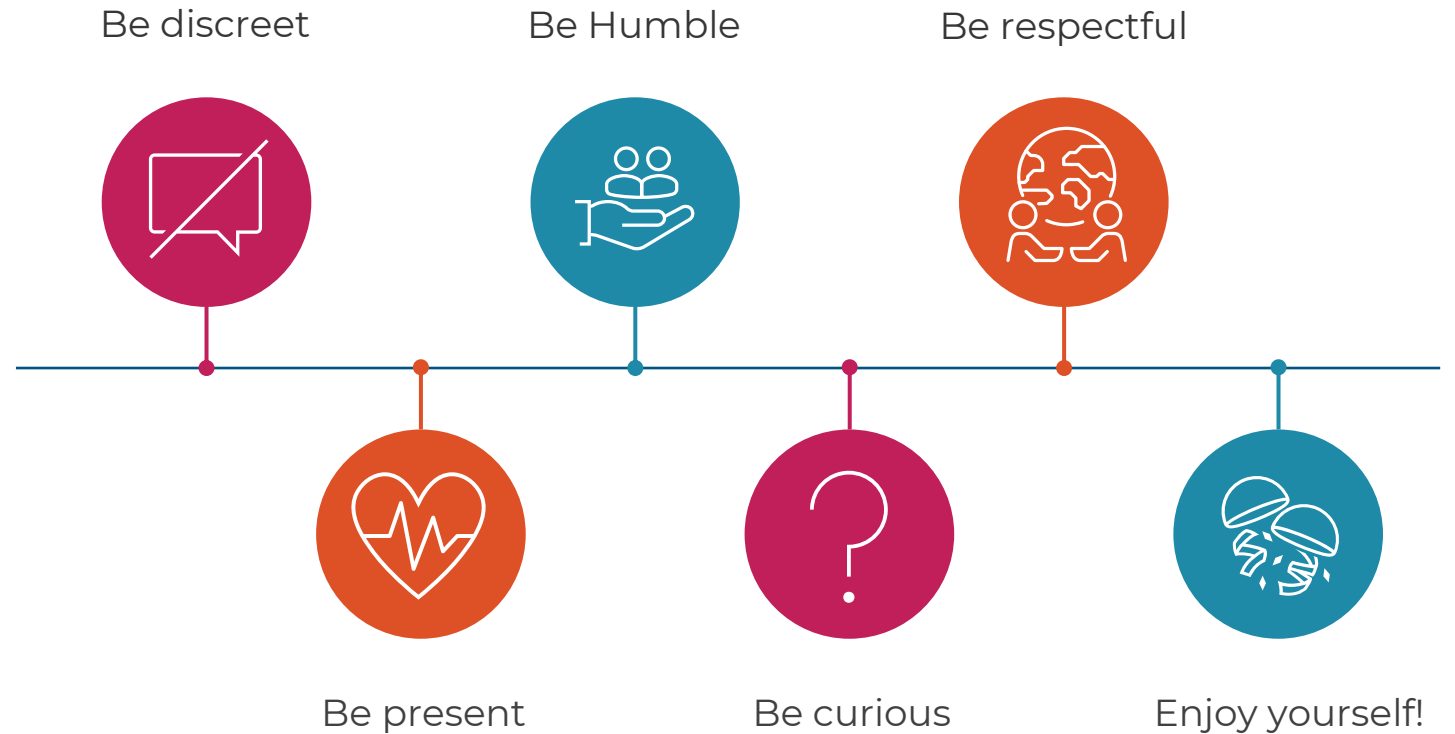
**Part Three:** Taking action



# Making this a **Brave Space**

A place where you can feel  
safe to speak up.

Your participation is key!





# Part One

Understanding today's context

# Why is inclusion a key priority for organizations today?

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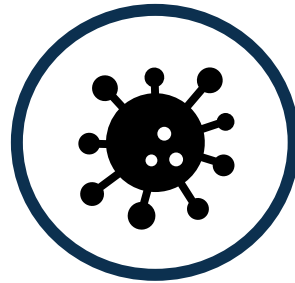


We are living through a cultural evolution that is requiring pause, reflection and **the continuation of this conversation.**



## Social Movements

- #metoo
- BLM
- Transrights
- Indigenous rights



## Pandemic Recovery

- Flexible working
- Need for greater understanding
- Talent resignation



## Polarised Politics

- Democracy threat in 2024
- Personal values vs professional responsibilities



## Inclusion Advantage

39%

Higher profit levels in organizations with parity of gender and ethnicity representation in senior roles. (**"Diversity Matters Even More"**, McKinsey, 2023)

29%

Increase in collaboration when leaders run teams inclusively. (**"The Diversity and Inclusion Revolution"**, Deloitte, 2018)

1.7x

More likely to be innovation leaders in a market when companies nurture inclusive cultures. (**"Why diversity and inclusion has become a business priority"**, Josh Bersin, 2015)

## Inclusion Expectation

51%

Of employees would quit their jobs if they didn't feel a sense of belonging at work. (**"Great Attraction or Great Attrition?"**, McKinsey, 2021)

47%

Of employees look for atmospheres where they can be themselves when choosing where to work. (**"Unleashing the Power of Inclusion: Attracting and Engaging the Evolving Workplace"**, Deloitte, 2020)

20%

Of an employees desire to stay in their organization is linked to feelings of inclusion. (**"Getting Real About Inclusive Leadership: Why Change Starts With You"**, Catalyst, 2019)



Inclusion is no longer up for debate.  
For many, it is an expected reality.



# KEY TAKEAWAYS #1

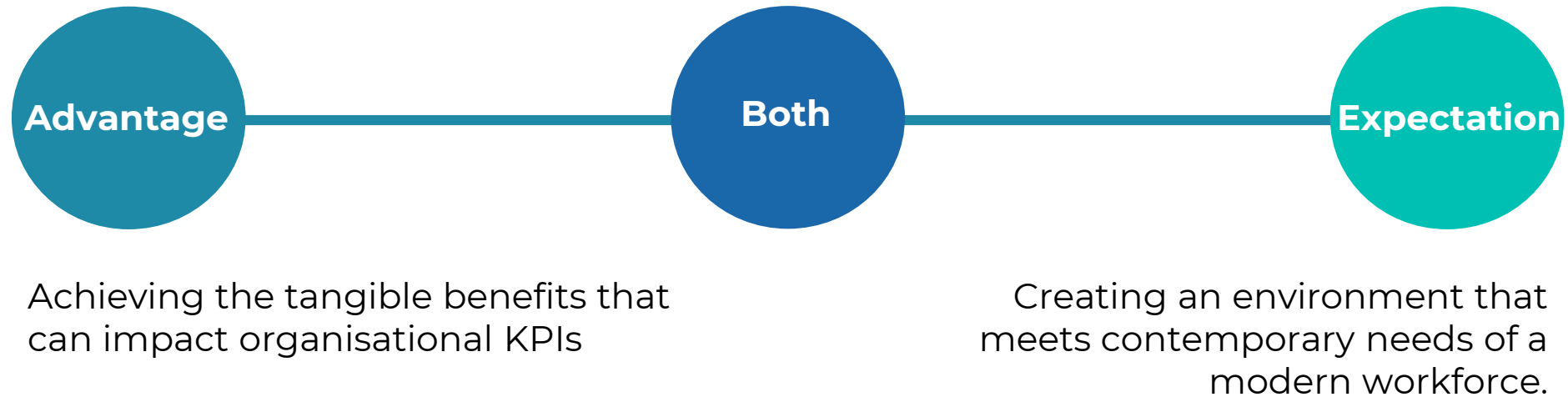
**1** Organizations evolve and should be responding to developments in society and culture.

**2** Organizations can benefit greatly from investing in inclusion work – these benefits can directly impact core KPIs.

**3** The need for inclusion has moved beyond KPIs. It is now about attracting and retaining talent – this is future proofing your organization.

# **Poll:** How is inclusion viewed in your organization?

*Is it purely about an advantage or about creating a culture?*



# Part Two

The Inclusive Organization



# What does an inclusive organization look like to you?

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Have a conversation



An inclusive organization leverages visionary leadership, innovative organizational and process design, and a commitment to empowering diversity, ensuring every voice is heard and valued for collective success. It is an unquestioned way of business that equates to success.

# What does your organization do to reflect inclusion?

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Have a conversation



# What the **Inclusive** Organization Looks Like



**Leadership Commitment**



**Culture Development**



**Inclusive Design**



**Training & Education**



**Community Advocacy**



**Governance**



**Budget & Investment**



**Support Functions Activity**

# Leadership Commitment

## **Vision and Values**

Establish and communicate a clear vision and set of values that prioritize inclusivity.

## **Inclusive Leadership Training**

Provide ongoing training for leaders on inclusive practices and unconscious bias.

## **Accountability**

Hold leaders accountable for promoting and maintaining an inclusive culture through inclusion-related KPIs.

# Culture Development

## **Diversity Celebrations**

Recognize and celebrate diverse cultures, backgrounds, and experiences.

## **Employee Resource Groups**

Support the formation of ERGs to provide networks and advocacy for diverse groups within the organization.

## **Open Dialogue**

Encourage open discussions about diversity, equity, and inclusion (DEI) through forums, town halls, and safe spaces.

# Inclusive Design

## **Inclusive Policies**

Develop and implement policies that promote inclusivity, such as flexible working arrangements, and anti-harassment policies.

## **Employee Measurement Design**

Ensure equitable process design across recruitment, promotion and performance management.

## **Accessibility**

Ensure organizational processes and policies and made available and designed in a way that can be used by all.

# Training & Education

## **DEI Training**

Conduct regular mandatory training on DEI for all employees.

## **Specialized Workshops**

Offer workshops on topics like cultural competence, allyship, and inclusive communication.

## **Continuous Learning**

Provide resources and opportunities for continuous learning and development on DEI topics.

## Community Advocacy

### Partnerships

Partner with external organizations that advocate for diversity and inclusion. Use their support with internal efforts.

### Community Involvement

Encourage and support employee participation in community events and initiatives related to DEI.

### Taking a Clear Stance

Taking a definitive stance on societal issues that impact and affect employees.

## Governance & Measurement

### DEI Council

Establish a DEI council to oversee and guide the implementation of inclusivity initiatives.

### Metrics & Reporting

Develop metrics to measure the effectiveness of DEI efforts and report progress regularly.

### Feedback Mechanisms

Implement mechanisms for employees to provide feedback on DEI initiatives and policies.

# Budget & Investment

## Resource Allocation

Allocate sufficient budget to support DEI initiatives, training, and programs.

## Funding for ERGs and DEI Council

Provide funding for ERGs to support their activities and initiatives.

## Technology

Invest in technology that supports accessibility and inclusive practices.

# Support Functions

## Human Resources

Integrate DEI principles into all HR functions, including recruitment, onboarding and employee relations.

## Marketing

Ensure marketing and communication materials reflect the diversity of the organization and its commitment to inclusivity.

## Finance

Allocate budget and resources for DEI initiatives and ensure financial policies support equitable opportunities.

# **Poll:** Which area of an inclusive organization is your business currently prioritizing?



**Leadership Commitment**



**Community Advocacy**



**Culture Development**



**Governance**



**Inclusive Design**



**Budget & Investment**



**Training & Education**



**Support Functions Activity**

# KEY TAKEAWAYS #2

1

The inclusive organization impact individual feelings of inclusion, is driven by behavior and action and crafted through design.

2

The inclusive organization is multifaceted and requires consistent, deliberate and intentional work to fully achieve.

3

Inclusion touches all parts of an organization and is not unique to HR. It is how an organization does business, not an additional part.



A man in a dark suit, white shirt, and dark tie is shown from the chest up. He has a short beard and is looking slightly to his right with a slight smile. His right hand is raised, with fingers spread, as if gesturing during a presentation. The entire image is overlaid with a semi-transparent teal color.

# Part three

Taking action

# What do **you** do to show inclusivity in your workplace?

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Raising your hand to come off mute

# Taking Action

## Voice

- **Support Inclusion:** Actively promote inclusive practices in meetings and discussions. Encourage diverse perspectives and emphasize the importance of inclusivity.
- **Give Constructive Feedback:** Provide feedback on non-inclusive behaviors and suggest improvements that consider diverse needs.
- **Advocate for Policies:** Push for policies that promote diversity, equity, and inclusion. Collaborate with HR and leadership on these initiatives.
- **Mentor and Ally:** Mentor underrepresented individuals and amplify their voices, ensuring they have opportunities to contribute.

## Visibility

- **Participate in Inclusion Events:** Engage in diversity and inclusion events, workshops, and seminars.
- **Publicly Support Initiatives:** Endorse and promote inclusion initiatives through company channels, social media, and personal networks.
- **Display Support Symbols:** Wear badges or apparel representing diversity and inclusion causes.
- **Organize Inclusive Activities:** Initiate or join activities promoting inclusion, such as cultural celebrations or awareness campaigns.

## Vulnerability

- **Share Personal Stories:** Share your experiences with diversity and inclusion to create a safe space for others.
- **Acknowledge Mistakes:** Admit and learn from your mistakes related to inclusivity.
- **Seek Feedback:** Regularly ask for feedback on your inclusivity and show willingness to improve.
- **Practice Empathy:** Listen to and empathize with the experiences of underrepresented groups, validating their feelings and perspectives.

# Wrapping Up

Conclusions



What action does your organization need to take to drive inclusion strategically?



**Poll:** Are you interested in finding out more about GP Strategies' DEI or wider learning solutions?



# Thank you

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