



MASTERING CULTURAL DIFFERENCES

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Diversity

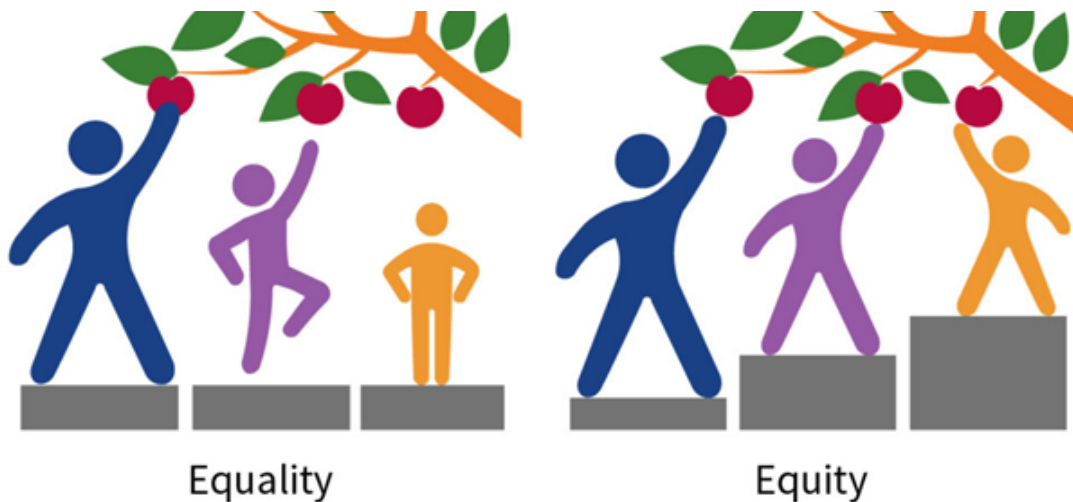
The presence of different identities within the organization (i.e., race, ethnicity, gender, religion, etc.).

Equity

Policies and practices that ensure everyone has access to the same opportunities. It recognizes that barriers exist and, as a result, not everyone starts from the same place. It is a commitment to address these imbalances (see the picture below).

Inclusion

Inclusion is about individuals with different identities feeling valued and welcomed within the organization.



Nine Strategies to Make DEI a Success

WHAT EXPERTS RECOMMEND

- 1** There are many strategies organizations can use to increase their diversity. However, you will not retain your diverse employees unless you also pay attention to the climate in your organization.
- 2** Diversity, equity, and inclusion are interconnected, and one cannot exist without the other. In fact, your efforts in bringing diversity in will not prevail unless you pay equal attention to creating an equitable and inclusive organization.
- 3** It is important to move from surface-level strategies (i.e., brochures, artwork, images on the Website) toward ensuring that diversity, equity, and inclusion are truly embedded into the organization's culture. Everything you do needs to be done with the framework of diversity, equity, and inclusion in mind.
- 4** Through data tracking and analysis, you will be able to implement strategies that will result in a more diverse workforce which will, in turn, lead to innovation, increased employee engagement, and all the other proven benefits diversity can bring to an organization.
- 5** While diversity is about whom you recruit, inclusion is about ensuring your organization is a place where every employee feels welcomed, respected, supported, valued, and feel they can bring their authentic selves to work.
- 6** The diverse identities in your organization need to be at the forefront of the decisions you make, and the practices you implement. For example: What holidays, other than Christmas, are celebrated in the organization? When meals are catered, are dietary restrictions taken into consideration? Are flexible hours a possibility for those employees who have to pick up or drop off their children at school? Are transgender employees able to use the restroom that matches who they are? Do you have an organization where courageous conversations can take place?
- 7** Understand that a diverse workforce does not guarantee an inclusive culture. Therefore, it is essential that companies move beyond compliance-based representation into creating truly inclusive workplaces. A truly inclusive organization embraces the diversity that all employees bring to work and creates the conditions for everyone to thrive.
- 8** Everyone needs to take responsibility for making the organization welcome to all. Accountability is also important, and the most successful companies tie incentives to the completion of DEI goals.
- 9** In order to reach your DEI goals, you need to not only actively pursue diverse candidates but also make sure your organization is a place where all individuals feel welcomed, valued, supported, and feel they can bring their authentic selves to work because, in the end, this is what will make them stay.

To schedule a FREE consultation, go to
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