Embrace Diversity To Grow Your Business

Presented By:
Julie Kwan
Diversity & Learning Engagement Manager, PPAI

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Recent News Stories

R Wings R Wild / Buffalo Wild Wings Settles Sex Discrimination Suit With EEOC for $30,000
Thursday, January 22, 2015
Restaurant Refused to Hire Male Applicants for Bartender Positions: Agency Charges

Disabled Workers Sue Oscars Swag Bag Company for Wage Theft
The suit, filed in Los Angeles, says that workers were paid less than minimum wage.

A check-the-box protocol

Diversity Is Not...
Diversity encompasses complex differences and similarities in perspectives, identities, and points of view among members of an institution as well as among individuals who make up the wider community. Diversity includes important and interrelated dimensions of human identity such as race, ethnicity, gender, gender identity and expression, socio-economic status, nationality, citizenship, religion, sexual orientation, ability, and age. These differences are important to understand but they cannot be used to predict any individual’s values, choices, or responses.

HARVARD BUSINESS REVIEW

…diversity usually means one of three things:

Demographic Diversity
Our gender, race, sexual orientation and so on

Experiential Diversity
Our affinities, hobbies, and abilities

Cognitive Diversity
How we approach problems and think about things

All three types shape identity.

BILL CRAWFORD, Psychologist

Diversity, or the state of being different, isn’t the same as inclusion. *One is a description of what is, while the other describes a style of interaction essential to effective teams and organizations.*
Diversity
We each have a unique blend of demographic characteristics, experiences and perspectives. All our differences matter.

Inclusion
Cultivating an environment in which every person is valued.

Your Current Employee Mix

<table>
<thead>
<tr>
<th>Type Of Diversity</th>
<th>Groups Represented</th>
<th>Groups Not Represented</th>
<th>Majority Groups</th>
<th>Minority Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic Diversity</td>
<td>• Age, gender, ethnicity, etc.</td>
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<tr>
<td>Experiential Diversity</td>
<td>• Job roles, skills, expertise, abilities, hobbies, education</td>
<td>• Background in industry vs. non-industry</td>
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Why Does It Matter?
The internet has opened up a whole new world of buying opportunities, and customers want to buy from those who get them. If a sales team isn’t diversified, how can it represent or understand the diverse community it’s selling in?
If people in powerful positions continue to hire and cast only people who look like them, sound like them, come from the same neighborhoods they grew up in, they will never have a greater understanding of experiences different from their own.
Focus On The ARTS To...

**Attract**  **Recruit**  **Train**  **Sustain**

a diverse and inclusive workforce!

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How ARTSy Is Your Company?

<table>
<thead>
<tr>
<th>ARTS</th>
<th>Current Practices</th>
<th>Impact</th>
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<tr>
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Inside Out Or Outside In?
Culture Is The Glue

Company

CULTURE

Your Current Culture

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<tr>
<th>Aspects Of Culture</th>
<th>Current</th>
<th>Observable?</th>
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<td>Norms</td>
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Where Can You Start?
Focus On Your Culture

Aspects Of Culture | Current | Observable?
--- | --- | ---
Values
Goals
Norms

Define Your Culture

Examine your current state.

Determine your desired future state.

Identify milestones.

Get started!

Focus On Diversity & Inclusion

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AI/TE | Current Practices | Impact |
--- | --- | --- |
Attracting New Employees
Recruiting New Employees
Training Current Employees
Sustaining Current Employees
Implement Diversity & Inclusion Changes

- Examine your current state.
- Determine your desired future state.
- Identify milestones.
- Get started!

Let’s Get Practical

Practical Strategies - Attract
- Tell your story
- Develop your social media presence
- Connect with your community
- Partner with local high schools and colleges
Practical Strategies - Recruit

• Build a diverse management team
• Evaluate the language in your job descriptions
• Post job openings in a variety of networks, media, and publications
• Ask employees for referrals
• Don’t look at names

Skills + Behaviors

- Look for skills
- Focus on behaviors that align with your culture
- Don’t focus only on diversity

Practical Strategies - Train

• Cross-train
• Encourage collaboration
• Ask subject matter experts to train and share knowledge with others
• Encourage coaching and mentoring opportunities
• Develop a list of expertise/specialties
Your Employees Need To Be…

- Skilled in the latest techniques
- Up-to-date with the most recent legislation and laws
- Engaged with their work

Practical Strategies - Sustain

- Model your company culture
- Connect with your employees
- Include employees in business decisions
- Celebrate wins and milestones
- Offer benefits and wellness programs that appeal to your people
- Create a culture of feedback

Most Importantly…

Be authentic and take it one step at a time!
Any Questions?

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7. Be sure to provide comments

**Automatically Entered Into A Raffle To Win A Bulova Watch**  
One winner selected on Tuesday & one on Wednesday

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