




Embrace Diversity To Grow Your Business

Presented By:
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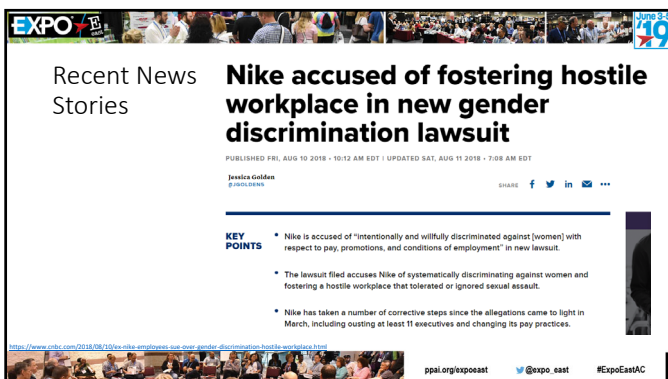
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Recent News Stories

R Wings R Wild / Buffalo Wild Wings Settles Sex Discrimination Suit With EEOC for \$30,000
Tuesday, January 29, 2019
Restaurant Refused to Hire Male Applicants for Bartender Position Agency Charges

Georgia mayor urged to quit over alleged comment about black job candidate
May 7, 2019 | 2:04pm
The mayor of a predominantly white city in Georgia is facing calls to resign after she allegedly said residents weren't "ready" to have a black city administrator, a report said....

Disabled Workers Sue Oscars Swag Bag Company for Wage Theft
The suit shines light on the little-known U.S. law that lets companies pay disabled workers less than minimum wage
By Josh Finkelstein
March 12, 2019, 6:00 AM CDT


<https://expo.com/2019/05/07/georgia-mayor-facing-calls-to-quit-over-alleged-comment-on-black-job-candidate/>
<https://www.outlineview.com/article/6-wings-r-wild-buffalo-wild-wings-settles-sex-discrimination-suit-eeoc-30000>
<http://www.foxnews.com/story/2019/05/07/disabled-workers-sue-oscars-swag-bag-company-for-wage-theft>

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Diversity Is Not...


 A way to avoid discrimination claims


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Diversity Is Not...

 A way to avoid discrimination claims

 A check-the-box protocol

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LUTHER COLLEGE

“ 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. ”

<https://www.luther.edu/diversityandinclusion/identity>

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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. ”

<https://hbr.org/2018/05/the-3-types-of-diversity-that-shape-our-identities>

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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. ”

<https://business.tulipia.com/articles/diversity-and-inclusion-creates-for-a-better-workplace-cms-11571>

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“

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.

”

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Your Current Employee Mix

Type Of Diversity	Groups Represented	Groups Not Represented	Majority Groups	Minority Groups
Demographic Diversity • Age, gender, ethnicity, etc.				
Experiential Diversity • Job roles, skills, expertise, abilities, hobbies, education • Background in industry vs. non-industry				
Cognitive Diversity • How we approach problems and think about things				

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Why Does It Matter?

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Focus On The ARTS To...



Attract



Recruit



Train



Sustain

a diverse and inclusive workforce!

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How ARTSy Is Your Company?

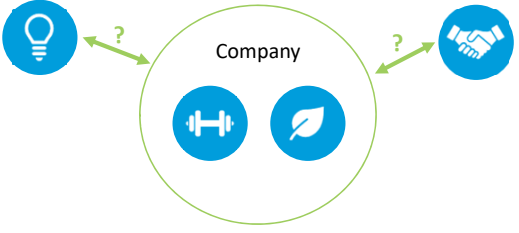
ARTS	Current Practices	Impact
Attracting New Employees		
Recruiting New Employees		
Training Current Employees		
Sustaining Current Employees		

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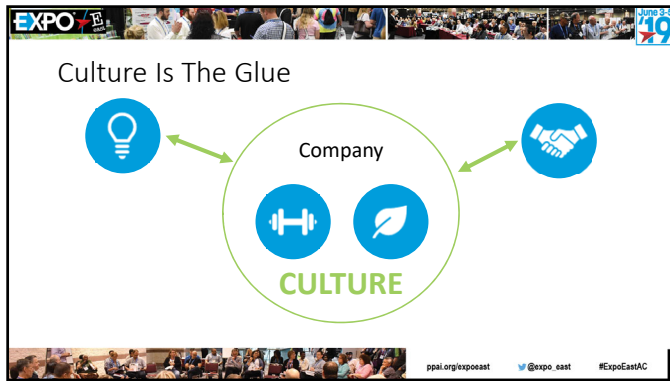
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Inside Out Or Outside In?



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Your Current Culture

Aspects Of Culture	Current	Observable?
Values		
Goals		
Norms		

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Where Can You Start?

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Focus On Your Culture

Aspects Of Culture	Current	Observable?
Values		
Goals		
Norms		

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Define Your Culture

Examine your current state.


Determine your desired future state.

Identify milestones.

Get started!

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Focus On Diversity & Inclusion

Type Of Diversity	Groups Represented	Groups Not Represented	Majority Groups	Minority Groups
Demographic Diversity • Age, gender, ethnicity, etc.				
Experiential Diversity • Job roles, skills, expertise, abilities, hobbies, education • Background in industry vs. non-industry				
Cognitive Diversity • How we approach problems and think about things				

ARTS	Current Practices	Impact
Attracting New Employees		
Recruiting New Employees		
Training Current Employees		
Sustaining Current Employees		

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Implement Diversity & Inclusion Changes

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graph TD
    A[Examine your current state.] --> B[Determine your desired future state.]
    B --> C[Identify milestones.]
    C --> D[Get started!]
  
```

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Let's Get Practical

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Practical Strategies - Attract

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




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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



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Skills + Behaviors



Look for skills



Focus on behaviors that align with your culture



Don't focus only on diversity


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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



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Your Employees Need To Be...



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


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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



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Most Importantly...

Be authentic and take it one step at a time!

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Any Questions?

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BULOVA



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