

Diversity and Inclusion Workbook



Resources Guide

The following guide was created to help businesses initiate conversations and approaches to diversity and inclusion in their unique businesses.

This guide is intended for use by managers and leaders, and is designed to help readers quickly and critically review instances of professional bias in order to transform their business into a truly inclusive workplace.

If you have additional ideas or thoughts on how to approach D&I conversations, please join the conversation on [Workest](#), a leading HR platform and forum.



Learn

What is diversity and inclusion?

Diversity and inclusion (D&I) are the understanding and valuing of the different perspectives, experiences, and backgrounds that make each person unique. This includes but is not limited to an individual's race, ethnicity, gender, age, religion, disability, and sexual orientation

All of these attributes contribute to someone's personality, skill sets, experiences, and knowledge. D&I is about encouraging people to bring their whole self to work. conversations, please join the conversation on Workest, a leading HR platform and forum.

D&I is good for business

Research shows that diversity is good for business. It's associated with higher profits, innovation, and increased market share. Businesses that have diverse and inclusive workplaces attract top talent that give them a competitive edge.

A FEW ILLUSTRATIONS OF THIS FROM REPUTABLE SOURCES BELOW:

- Diverse companies see 2.3 times higher cash flow per employee:

[READ MORE →](#)

- Companies with diverse management see a 19% increase in revenue compared to less diverse management teams

[READ MORE →](#)

- Companies that include more racially and ethnically diverse workers are 35% more likely to perform better

[READ MORE →](#)

- Inclusive companies are 1.7 times more innovative

[READ MORE →](#)

Where to start?

Start with empathy. Here are a few resources to get you started:

- **TV Series:** *Dear White People*, available on Netflix
- **Movie:** *The 13th*, documentary on Netflix
- **Video:** Trevor Noah discusses race and how it shows up in America

[WATCH ON YOUTUBE →](#)

- **Video:** *What Beyoncé Taught Me About Race*

[WATCH ON YOUTUBE →](#)

- **Book:** *Blindspot: Hidden Biases of Good People* by Mahzarin R. Banaji and Anthony G. Greenwald, can be found on Amazon

- **Article:** *How to Talk About Racial Injustice at the Workplace*

[READ HERE →](#)

- **Podcast:** *Pod for the Cause, The Leadership Conference on Civil and Human Rights*

[LISTEN HERE →](#)

Listen, Converse

Listen to your employees as if they were customers.

They're your best barometer for what's happening inside your company. This can be challenging, and you may feel a need to fix or defend yourself: Don't. There's power in listening. Trust that your employees want to make your company the best workplace; a workplace where everyone has a voice.

YOU CAN START BY:

- Listening, and truly paying attention to what people are sharing
- Taking a moment to think about what you've heard
- Asking if you don't understand something or want to know more

Here are some great thought provoking videos from Emtrain that can help kick-off a thoughtful conversation:

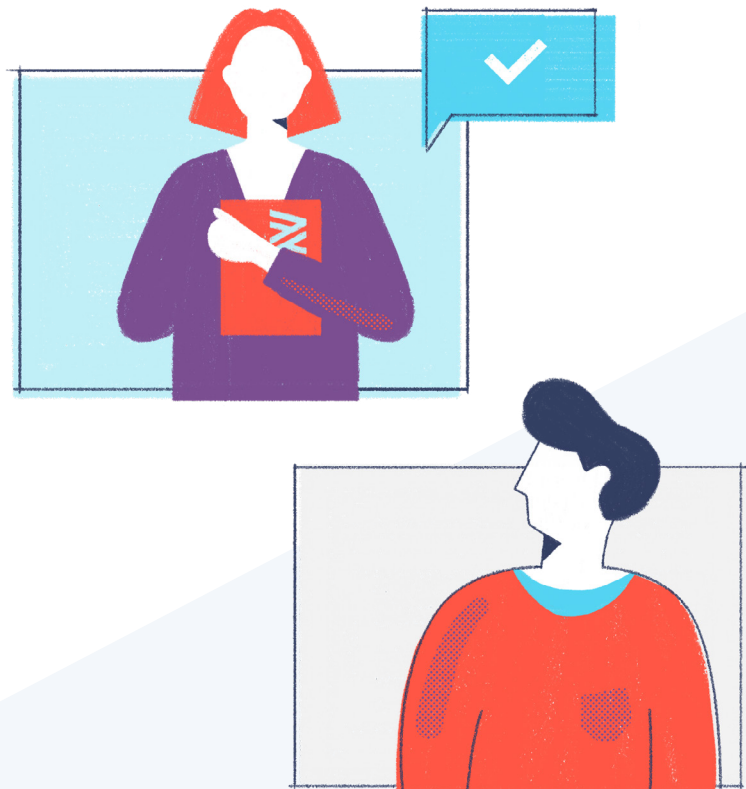
- ☞ [Examples of Unconscious Bias - Pattern Matching](#)
- ☞ [Example of Interview Bias in the Workplace](#)
- ☞ [Example of Gender Bias in the Workplace](#)

Encourage managers to have one-one-one's with their direct reports.

HERE ARE SOME CONVERSATION STARTERS IF YOU'RE NOT SURE WHERE TO BEGIN:



- Do you feel like your authentic perspective is being heard?
- Do you feel included here?
- Do you feel comfortable voicing dissenting opinions among your peers and managers?
- How can I, as your manager, do a better job of supporting you?



Develop

Where are you on the D&I spectrum?

When it comes to D&I, it's important to understand that it's more than reacting to a moment. It is about creating a company that not only hires diverse people but also ensures they feel included. Before you consider actions to take to improve D&I at your company, first, take the time to evaluate your own understanding.

RISK MANAGEMENT	AWARENESS	SYSTEMATIC	INCLUSION
You are preventing D&I related risks.	You are advocating for D&I and communicating why it's important. Your company is actively driving employee engagement.	Creating systems around hiring, operations and markets to ensure your company serves a wider audience.	D&I is part of the DNA of the company. You have or are creating both internal and external advisory boards.
LED BY HR	LED BY HR, SUPPORTED BY LEADERSHIP	CROSS-FUNCTIONAL PARTNERSHIP	DRIVEN BY EMPLOYEES AND CUSTOMERS

Define Your POV (D&I Statement)

A D&I statement will act as your touchstone as you develop and implement your D&I strategy. It keeps you focused while allowing you to scale quickly as you grow. Your company's D&I policy is a statement that lets employees, customers, and communities know what you believe, who you are, and what you stand for.

TO GET STARTED, ASK YOURSELF:



- What are your company values? Do they expand to diversity, inclusion, and equality?
- Have you addressed race, gender, sexual orientation, age, and anything else important to your culture?
- Why do you want to do this?
- How are you going to take action?

**HERE'S OUR COMPANY D&I STATEMENT
AS AN EXAMPLE:**



*At Zenefits we are leveling the
playing field — for everyone.*

*No matter who you are, where you're
from, how you think, or who you love.
We believe you should be you.*

*Be who you want to be.
Be your best self.
Be human.*

*We are united with our customers and
our employees in standing for what is
right. We will acknowledge the truth.*

*We will always strive to be better.
We will listen, but we won't be silent.*

Take action

Show Your Commitment with a Message from Leadership

Whether you're committing to D&I for the first time or recommitting as a response to the current social climate, no cultural shift will be as effective without support from the top. As a leader, it's important that you show your support, whether it's an email, all-hands meeting, or simple announcement to the company. Letting people know this is important will go a long way.

Train

D&I training should do more than encourage people to tolerate each other, it should teach employees how to excel as a team.

A training program establishes a baseline of knowledge for everyone to work from. It should target all employees, cover a myriad of topics, including unconscious bias, how to work with diverse teams, creating a space where everyone can be heard, and more.

Implementing a D&I training program shows your commitment, encourages open discussion, and develops employee perspectives.

HERE ARE SOME FREE RESOURCES AVAILABLE ONLINE:

- **Diversity for Dummies: Making Multiculturalism Work**
Advance Diversity and Inclusion in Your Organization and Life!
[WATCH ON UDEMY →](#)
- **Unconscious Bias: From Awareness to Action**
Unconscious bias—everyone has it. But that doesn't make us bad; it makes us human. While we cannot completely rid ourselves of unconscious bias, we can learn how to recognize it and lessen its impact in the workplace. These are skills that everyone can learn.
[WATCH ON EDX →](#)
- **Gender Equality and Sexual Diversity**
Overview of the main landmarks and institutions in the fight for gender equality and the rights of sexual minorities.
[WATCH ON UDEMY →](#)
- **Understanding Diversity and Inclusion**
You will learn about attitude, skills, and knowledge that supports Diversity. Check in on unconscious biases, and more.
[WATCH ON FUTURE LEARN →](#)

Review your recruiting practices

A diverse workforce begins with recruiting. You will want to make sure that you are attracting a diverse set of candidates.

HERE ARE SOME TIPS TO HELP YOU IMPROVE YOUR RECRUITING PROCESS SO THAT EVERYONE FEELS WELCOME TO APPLY:

- **Make sure your job ads are inclusive.** Do they have gendered pronouns (he/him? Does the job really require a college degree if experience can be substituted?
- **Post your jobs on websites focused on women or people of color.** This is a great way to demonstrate that diversity is important to you.
- **Have a diverse interview panel** that includes women and people of color. This not only shows that you have diversity in your workplace, but you also value the opinions of those employees.
- **Consciously create an employer brand that values diversity.** Have pictures of women, people of color, LGBTQ and other cultural events on your website and on social media.
- **Build a pipeline of diverse candidates.** Having a pool of diverse candidates ensures that you will always have a variety of qualified candidates to choose from.

Diversity recruiting is about hiring the best person for the team, and valuing the unique perspective women, LGBTQ, and people of color (PoC) bring to the company.

Volunteer

Want to simultaneously promote D&I and team-bonding at the same time? Organize a volunteering outing for your team!

In a perfect system, D&I includes those of differing socioeconomic backgrounds as well. One way to immediately reach out to these communities is to volunteer with local organizations that serve impoverished and disadvantaged communities. These experiences will broaden your perspectives, and your employees will feel good while doing it. Many organizations would LOVE your team's help, regardless of what your backgrounds and skillsets may be.

HERE IS A GREAT RESOURCE TO FIND LOCAL NON-PROFIT ORGANIZATIONS:

- **Guidestar Nonprofit Search Tool** is a great resource to find the right volunteer opportunity.

[WATCH ON FUTURE LEARN →](#)

- **The My Brother's Keeper Alliance** on a local level.

[WATCH ON FUTURE LEARN →](#)

Recognize Multicultural and Individually-Motivated Holidays

What we celebrate is part of who we are. As a nation, we take time off for 4th of July, Christmas, and New Years' and we look forward to those days off every year regardless of our cultural affiliations. However, there are other holidays that you can celebrate that show you appreciate cultural diversity.

Look at holidays as a way to celebrate diversity in your business. For example, Juneteenth, primarily celebrated in the black community is a celebration of Freedom and the emancipation of the slaves. There are many cultural holidays that can be recognized in a variety of ways, including Chinese New Year, Hanukkah, Diwali, and many more.

Another way to celebrate unique viewpoints and backgrounds is by offering a flexible holiday schedule where the employee chooses the holiday they want to celebrate. This provides support for individuals who do not follow a mainstream sociopolitical or religious construct for holiday schedules, and removes the burden on HR to guess which holidays are important to the majority of workers.

Holidays don't always have to be a paid day off. Consider sending out educational emails about culturally significant holidays, sponsoring team lunches or gatherings, or allowing those who celebrate different holidays to have a platform in which to educate their colleagues. Holidays should be a reflection of your employees and the communities you serve.

CHECK OUT THIS CALENDAR OF SIGNIFICANT CULTURAL EVENTS YOU CAN CONSIDER ACKNOWLEDGING THROUGHOUT THE YEAR:

📅 [2020 Diversity holidays](#)

Conclusion

There is no “one right way” to being a company that values diversity and inclusion, but there are pillars of thinking that can lead to improved approaches.

Education, expansion of perspectives, cultivating safe spaces to converse, internal policies that support inclusive thinking, and constantly assessing bias in the workplace will steer your company in the right direction.

Basically, all of your employees should be made to feel comfortable being their authentic selves at work, and it’s your responsibility to help make sure that happens.



Join the conversation on [Workday](#)



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