



What Happens After the Training? 5 Diversity & Inclusion Strategies That Create Lasting Change

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SESSION GOALS

Understanding Unconscious Bias

Why Care

Getting Employees to Care

Creating Psychological Safety

D&I Data & Measurement

#1 UNCONSCIOUS BIAS

The Neuroscience of
Inclusion



A silver stethoscope with black tubing is positioned horizontally on a light brown wooden surface. The chest piece is in the center, and the earpieces are on the left. The tubing extends to the right edge of the frame.

PANCREAS



We perceive the world as real but
we're doing a lot of spinning as
the information comes in.

– David Eagleman, Neuroscientist

**The FIRST characteristic
that comes to mind**

An older person

A Muslim man

A mother of young children

A fundamentalist Christian

A person in a wheelchair

A female software engineer

A newspaper is better than a magazine. A seashore is a better place than the street. At first it is better to run than to walk. You may have to try it several times. It takes some skill but it is easy to learn. Even young children can enjoy it. Once successful, complications are minimal. Birds seldom get too close. Rain, however, soaks in very fast. Too many people doing the same thing can also cause problems. One needs lots of room. If there are no complications it can be very peaceful. A rock will serve as an anchor. If things break loose from it, however, you will not get a second chance.



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Poll Question #1: On a scale of 0 to 5 (with 0 being not at all to 5 being completely and they discuss it), how would you rate the understanding of the business case for Diversity, Equity and Inclusion(DEI) within your People Leadership?

Strategic Imperative &
Strategic Competitive Advantage

#2
WHY CARE







2%

Employees at Companies with Diverse Leaders

60% more likely to see

Ideas Developed/Prototyped

75% more likely to see

their **Innovation Implemented**

70% more likely to

have captured **New Market Share**



Diverse Teams Have

30% Increased Patent Citations

Are rated most optimal for **Efficiency, Self
Confidence and Experimentation**

Higher Collective IQ



Diverse Teams Demonstrate

42% greater **Team Commitment**

12% more **Discretionary Effort**

57% more **Collaboration** amongst teams

A row of silhouettes of people in various celebratory poses, such as jumping and raising their arms, set against a light background.

22% **Reduced Turnover**

Great talent **ALWAYS** has a choice

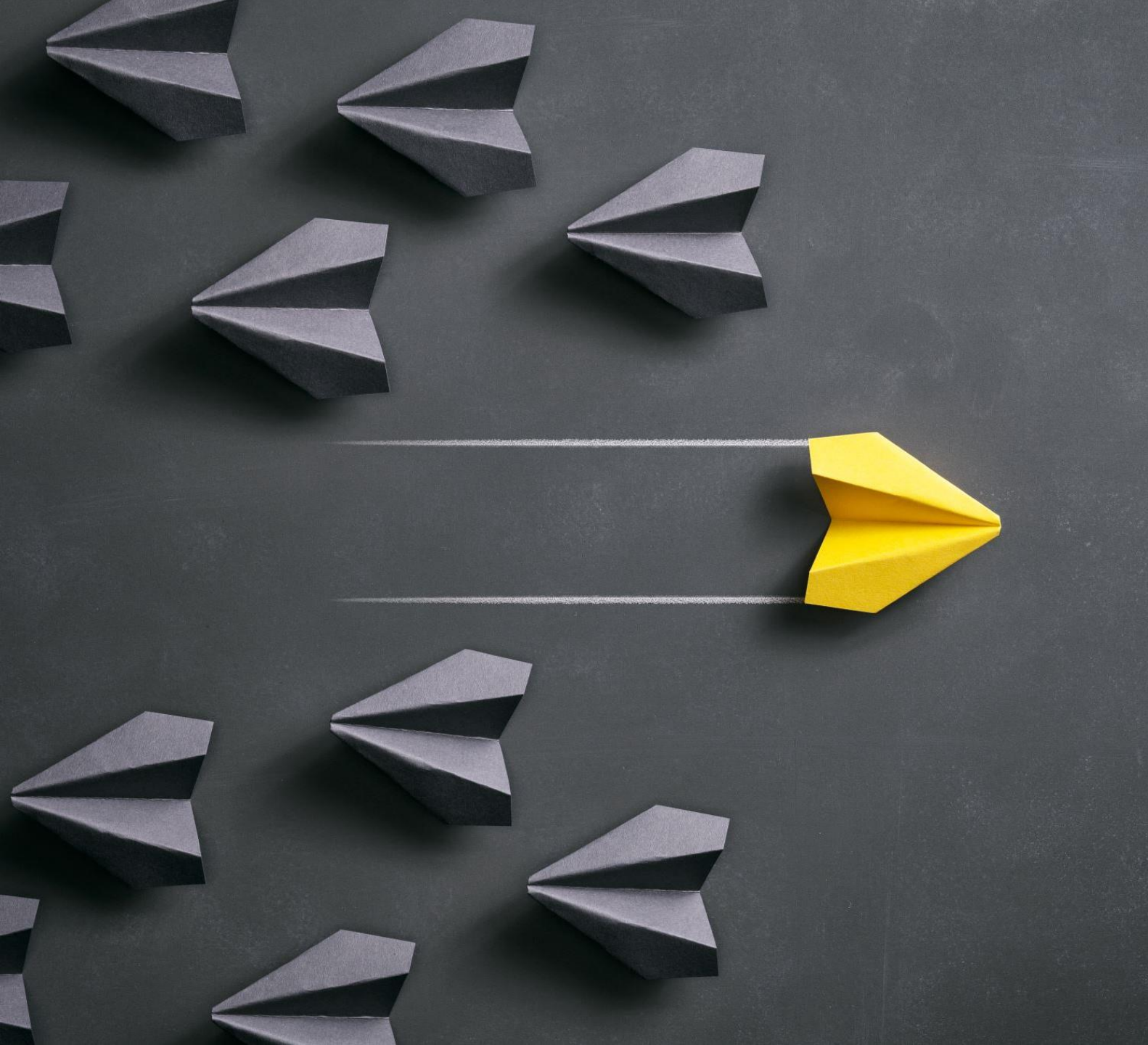
#3 MOTIVATING INCLUSIVE BEHAVIORS

Getting employees to care



Not going back to 'Normal'
and we shouldn't want to...

It wasn't working
for a whole lot of people



**Seize the
Moment**

PASSION LED US HERE



nope



YOU LOOK
GOOD.



**200 Scientists 60 Institutions 18
Countries 6 Continents**



Creating the environment for
mistakes & learning

#4 PSYCHOLOGICAL SAFETY



THE MESSY REALITY





Poll Question #2: What are some reasons why we just don't speak up?

- We don't want to embarrass the other
- We don't know what to say
- We are afraid

**WHAT BIASED INTERACTIONS HAVE
YOU EXPERIENCED OR WITNESSED?**







N O B O D Y

I S

P E R F E C T



COURAGE

CREATING SAFETY

Need to

feel safe about making mistakes

not knowing what to do / say

Room to grow is **CRITICAL**

to engage vs defending / retreating





THE EXPECTATION

- ✓ All learning together
- ✓ Mistakes = opportunities for education and progress
- ✓ It is OK to make mistakes, to say or do the wrong thing, or to not know what words to use or how to approach a situation
- ✓ It's not OK to disengage or leave someone feeling left out because of fear
- ✓ It's not OK to continue to use words or act in a way that is known to be offensive or that you have learned is offensive from our team

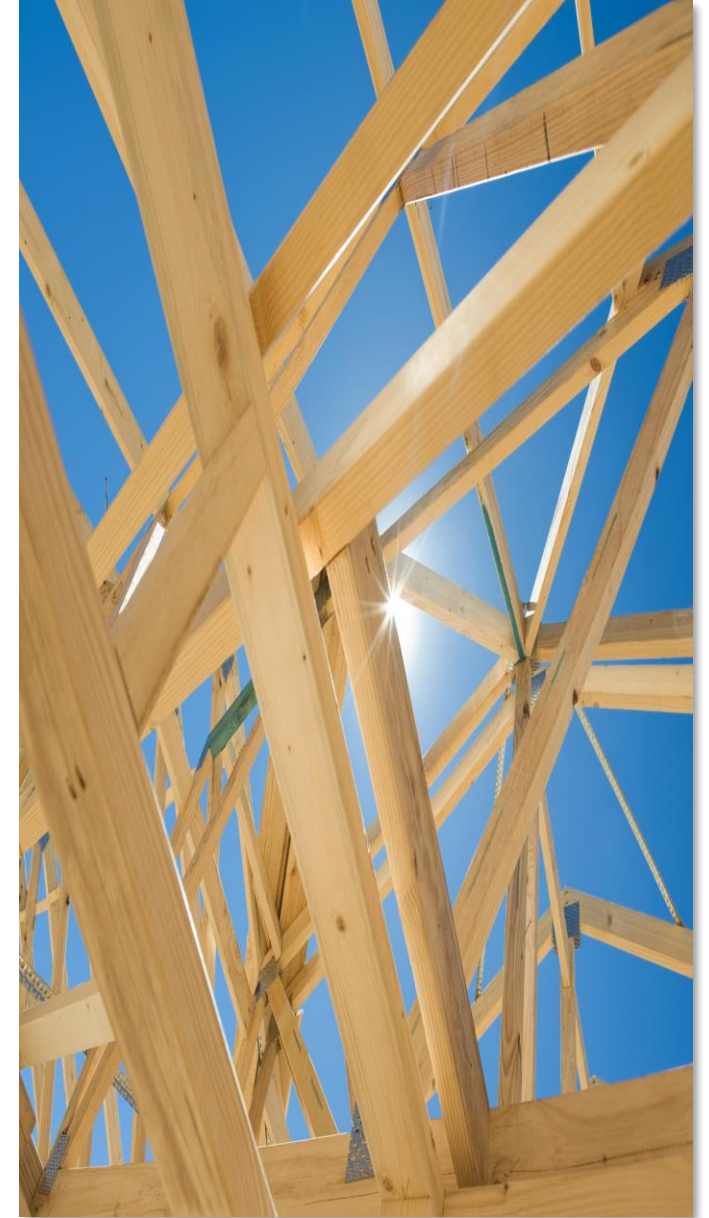
Your Role as a Part of the Team

- ✓ Creating safety so the team can learn & grow
- ✓ Using your voice to allow the messy, hard conversations to happen



CONVERSATION FRAMEWORK

1. Create Safety
2. Engage - Want to be Good
3. Clarity about Incident
4. Impact on You / Others
5. Solutions



Tracking The Data That Matters

#5
D&I
MEASUREMENT



Inclusion Pulse Surveys

Frequency intervals appropriate for your organization

Ask demographic data for targeted data by diversity metrics and organizational needs – think intersectionality.



Measure feelings of inclusion at the individual, team, manager and organizational level.

Inclusion is an emotion. Measure it that way.

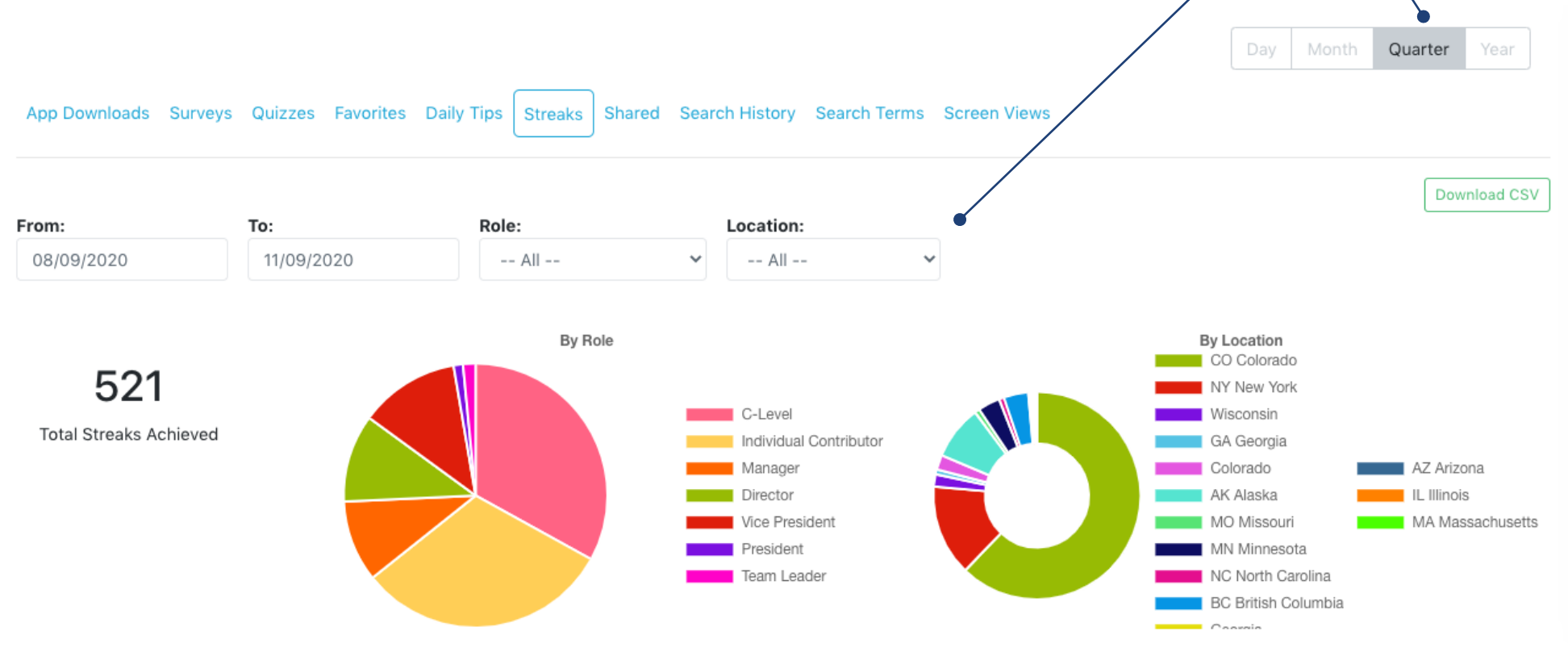
Everyday Inclusion

Actionable User Behavior Data

User behavior data shows how employees are engaging with the app & content:

Sharing badges, favoriting content, attaining multi-day streaks, consuming daily tips, searching for information and completing quizzes

Results can be sorted by role, location and date range



Everyday Inclusion

People Powered Predictive Data

App Downloads Surveys Quizzes Favorites Daily Tips Streaks Shared Search History **Search Terms** Screen Views

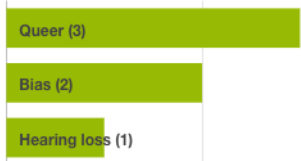
From: 10/09/2020 To: 11/09/2020 Role: -- All -- Location: -- All --

Download CSV

16

Total Search Terms

Search Terms



App Downloads Surveys Quizzes Favorites Daily Tips Streaks Shared Search History Search Terms **Screen Views**

From: 10/09/2020 To: 11/09/2020 Role: -- All -- Location: -- All --

Download CSV

102

Total Screen Views

Screen Views



Data & reporting available 24/7 from Program Manager portal

Track top 20 Search Terms & top 20 Screen Views.

Understand trends & information needs.

Sort by role & location-

Deliver customized resources and programs

TAKE ACTION

1 IDEA

you're going to implement

1 ACTION

you're going to take

Thank You for Attending & Working to Make This World More Inclusive

We will be sending you these
fantastic tools:

- Diverse Talent Drives Growth
Infographic
- Everyday Inclusion Toolkit:
Conversation Framework
- Everyday Inclusion Toolkit: Creating
Safety



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QUESTIONS

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