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# How to Build an Inclusive Culture Using Daily Nudges, Gamification and Behavior-Based Data

Maureen Berkner Boyt – Founder & CEO







# \$1 Trillion

Lost to voluntary turnover

# \$275,000

Average EEOC attorney fees  
That's *before* any settlement costs

# 87%

of employees are “Not Engaged”



Current Strategies Are  
**Not**  
**Working**







# EVERYDAY INCLUSION



# LEVERAGE TECH ADDICTION FOR GOOD



# 97%

of the adult U.S. population  
own a smartphone

Average number of times  
we check our phones a day

# 96 times

# every 10 minutes



**8 seconds average attention span**

**4 minutes maximum time spent watching any given training video**



# WHY?

Brain makes up 2% of your total mass...

...yet consumes 25% of the oxygen you inhale

Constantly looking for new ways to conserve power...

...and HABITS are a way for your brain to Save Energy



EVERYDAY  
INCLUSION



# Nudges Break Down Inclusive Behaviors



“Inclusion” feels too big,  
too overwhelming and too hard

## **NUDGES:**

So Small You Can't Fail

So Small That You Can't Say No



EVERYDAY  
INCLUSION

# INCENTIVIZE THE RIGHT BEHAVIORS



YOU LOOK  
GOOD.





# Individual Use Case

## Meet Ron

He just found out a coworker is Autistic and wants to get specific ideas on how to be inclusive



## Meet Gabi

She loves gamification and earning badges. She wants to explore and learn about a broad range of inclusion topics

# Front Line Leaders & Managers Use Case

## Meet Michael

He's a Field Supervisor. He doesn't have formal D&I training, but a part of his performance reviews are around teamwork and retention.

He can use the app as an on-the-go training tool using the **52 Week Playbook for Managers**





# Organizational Use Case

## April is Asian American Pacific Islander Heritage Month

Group learning events can be hosted across the organization using the **AAPI Curated Content Guide**

Use screen share to show specific content that is relevant, real-world, best practice and research based

Schedule additional learning events throughout the year on a range of topics such as Allyship and Inclusive Team Behaviors





**From programmatic  
to embedded in  
daily culture**

**From living in your  
department to living  
in the organization**



“I love Everyday Inclusion, specifically the Education tab and content. Our teams can learn anywhere, anytime at their own convenience.”

**Michelle Witherspoon**

Chief of Operations, People and Culture  
Cisco Security & Trust

“Our executives loved it so much during the leadership demo rollout that one promoted it during the meeting by sending it to their team of managers.”

**Adrienne Collier**

Diversity, Equity & Inclusion Manager  
ESL Federal Credit Union

“This app helps drive knowledge by giving people what they can do daily that is impactful — small, everyday actions.”

**Dawn Higgins**

Diversity & Inclusion Manager  
Nestle-Purina

## What Our Clients Have to Say

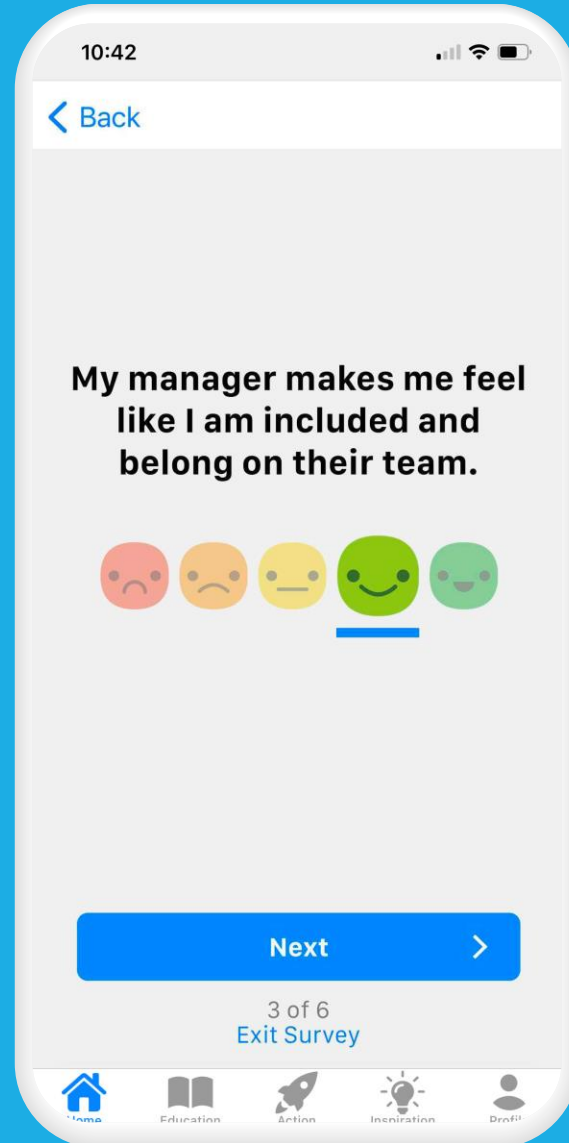
*“This tool has changed the game for us. Thank you!!”*

*– Andre Koen, Mayo Clinic*



# MEASURE INCLUSION

Ask demographic questions for targeted data to understand organizational needs — think intersectionality.



Inclusion is an **emotion.**

Measure it that way.

At the individual, team, manager and organizational level



# Pulse Survey Predictive Data

23  
Total Surveys Completed



Vice President  
Director  
Individual Contributor  
Manager  
C-Level



CO Colorado  
NY New York  
MN Minnesota  
MO Missouri  
AK Alaska  
IL Illinois  
MA Massachusetts

## Inclusion Pulse Survey

1. I believe I make the people I work with feel included.



2 (8%)

7 (30%)

14 (60%)

2. I feel like I am included in my team.



1 (4%)

2 (8%)

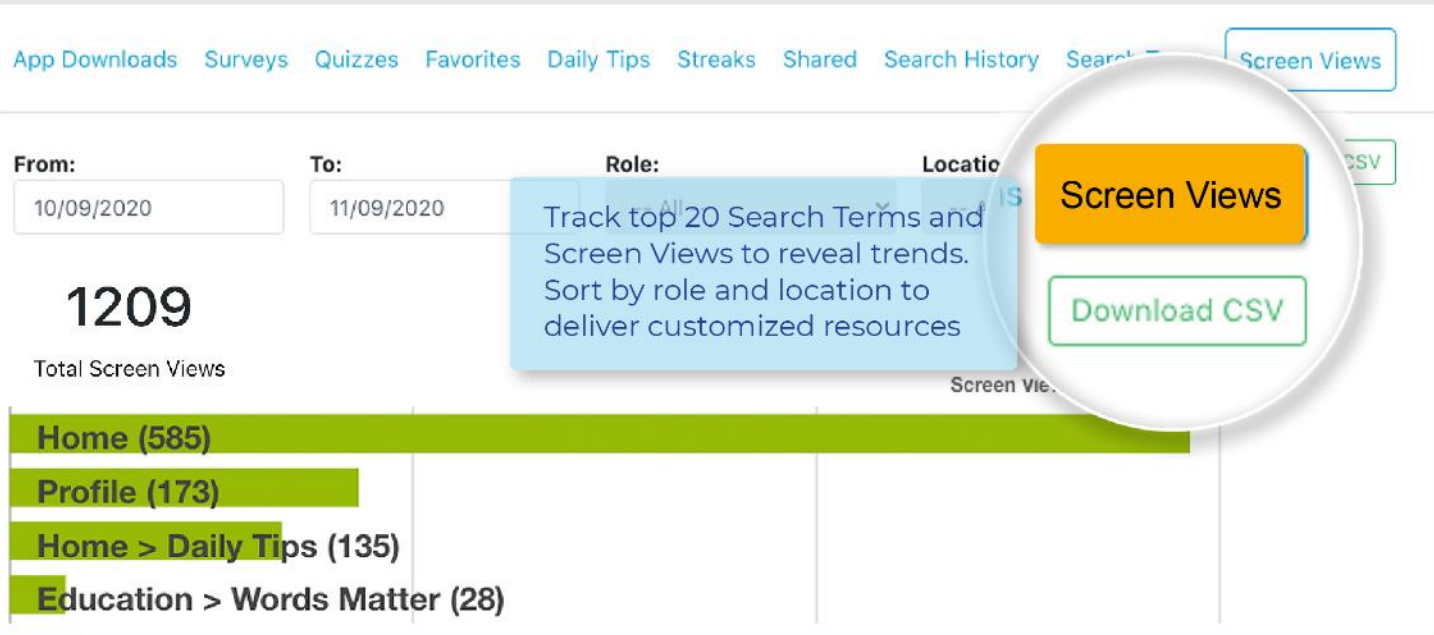
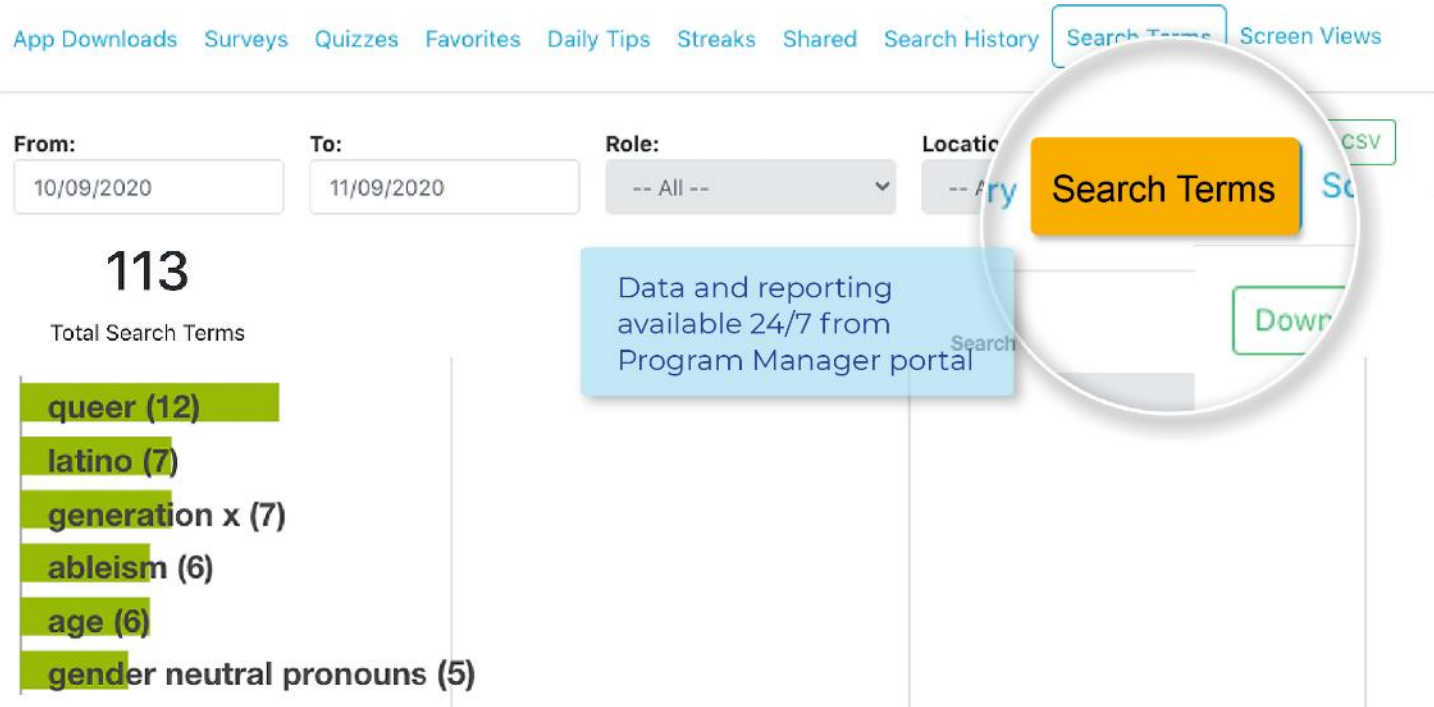
6 (26%)

14 (60%)

Results can be sorted  
by role, location and  
date range

Uncover best practices that  
drive high levels of inclusion and  
belonging and replicate across  
the organization

Predict and prevent upcoming  
employee turnover, human  
resources investigations or  
legal complaints



# BEHAVIOR BASED DATA

No guessing

How folks are engaging with your content

Deliver targeted tools, resources and programming



# EVERYDAY INCLUSION

**Get your free  
Inclusion Toolkit  
& private demo:**  
[hello@moxieexchange.com](mailto:hello@moxieexchange.com)



[linkedin.com/company/themoxieexchange](https://linkedin.com/company/themoxieexchange)  
[linkedin.com/in/maureenberknerboyt](https://linkedin.com/in/maureenberknerboyt)