



Doing  
Diversity  
Differently

WHY LEADERS  
DOING NOTHING IS  
NO LONGER AN OPTION



The world is  
hurtling  
forward for  
fundamental  
change



But  
political  
views and  
business  
can be  
separated,  
right?



# Part One: Race issues at work





theguardian.com/commentisfree/2016/jun/10/three-black-teenagers-google-racist-tweet

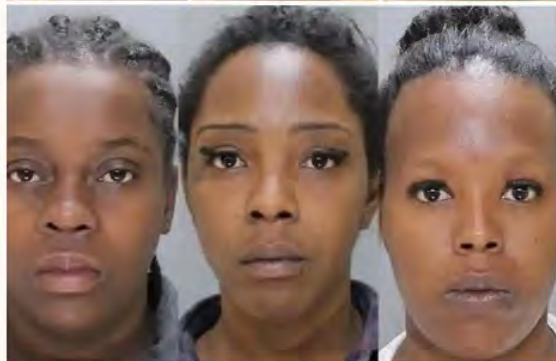
@AntoineSpeaksOn

Fri 10 Jun 2016 12.36 BST



930 544

Twitter outrage over image search results of black and white teens is misdirected. We must address the prejudice that feeds such negative portrayals



▲ Images thrown up by Kabir Alli's Google searches for 'three black teenagers' and 'three white teenagers'

This week Twitter user [Kabir Alli](#) posted a video of him carrying out two specific searches on Google. The search for "three white

# Race issues in society



## Part 2: So how do I start the conversation?





How do I  
even begin  
to start to  
understand  
this?



I'm scared  
of getting it  
wrong or  
saying the  
wrong thing





# 1. Understand the true meaning of empathy



## 2. Think about what works for your workforce



### 3. Framing the question





4.  
This may be  
uneasy and  
you need to  
be vulnerable



## 5. Be curious



# 6. You may have different perspectives

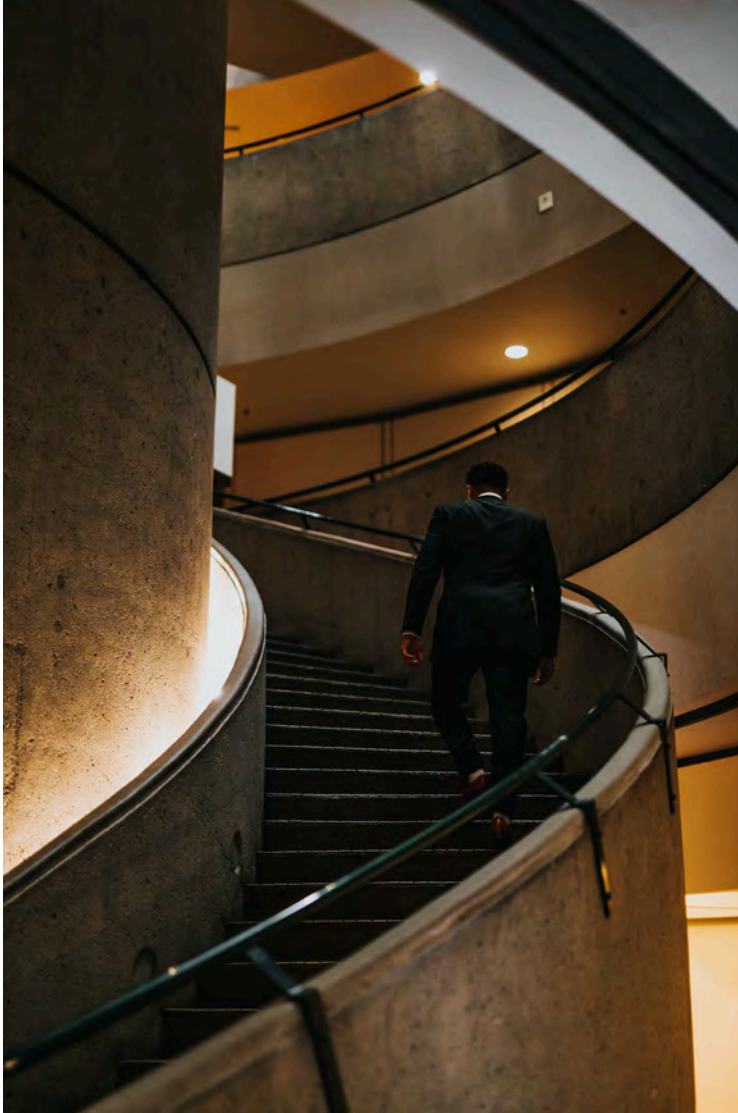




7.  
Act upon  
the insight  
swiftly and  
accurately



8.  
In a world  
where you  
can be  
anything, be  
kind



We've  
talked, now  
what are  
the next  
steps?





Will all this  
actually  
work?



## PROFITABILITY



Companies in the top quartile of engagement scores had **50% HIGHER TOTAL SHAREHOLDER RETURN** than the average company.  
(Aon Hewitt)

## PRODUCTIVITY



Engaged employees have **18% HIGHER PRODUCTIVITY** and **60% HIGHER QUALITY** than underengaged employees.  
(Insync Surveys)

## CUSTOMER SATISFACTION



Companies with highly engaged employees score between **12% AND 34% HIGHER IN CUSTOMER SATISFACTION RATINGS.**  
(Vance)

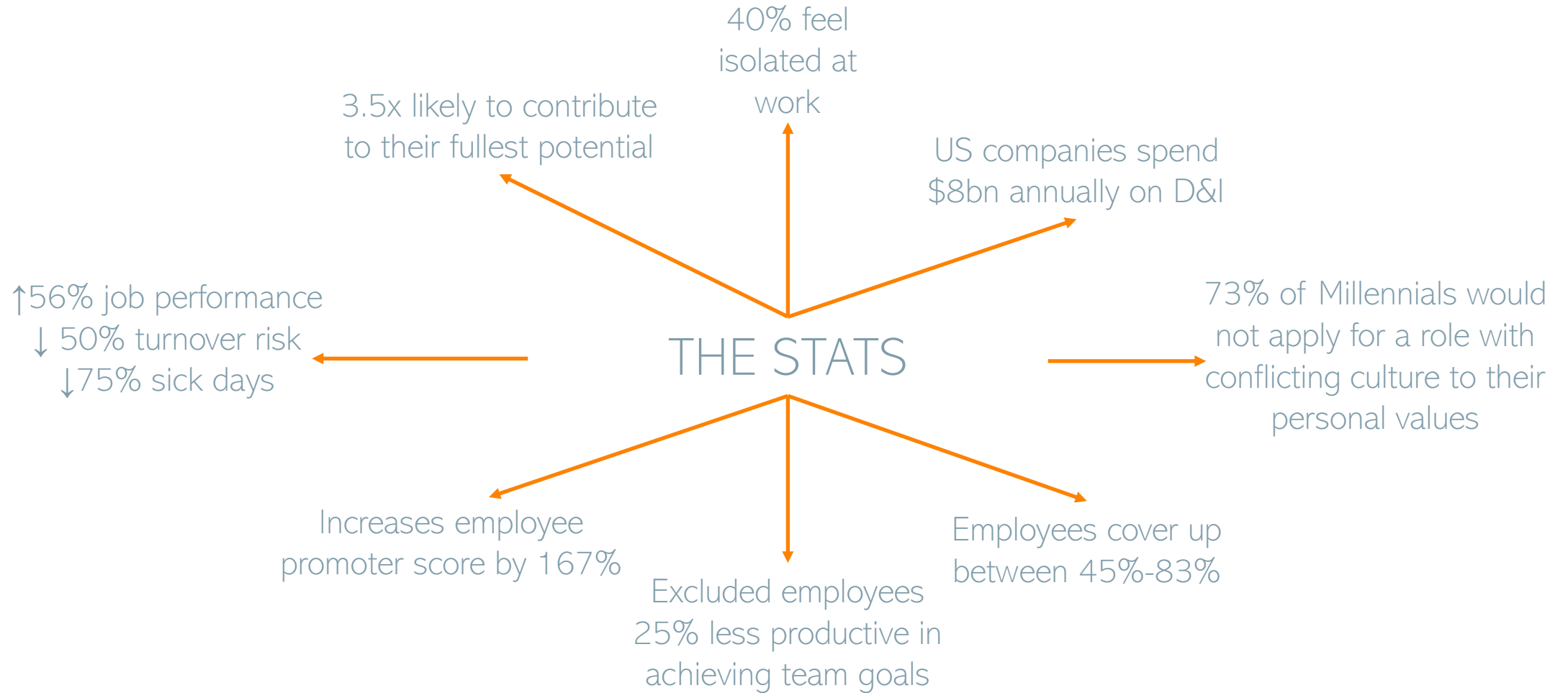
## QUALITY



Among Fortune 100 companies, there was a **1,000% DECREASE** in errors among engaged versus disengaged employee populations.  
(Gonring)

Everybody  
loves an  
infographic

# Belonging and the Bottom Line are inextricably linked







# Part 3: So just talking and doing is enough?



Are there any  
quick wins?

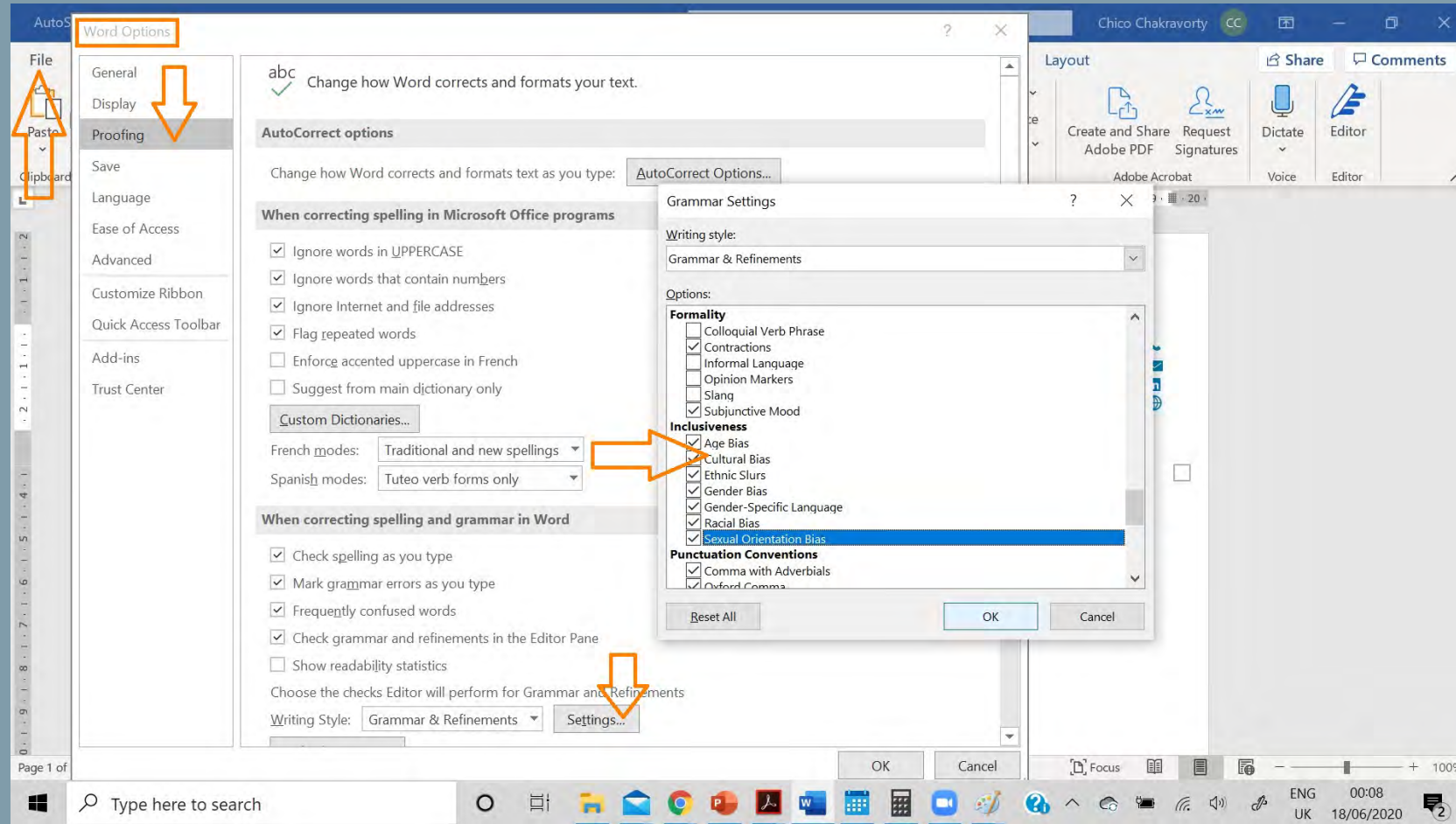


Don't try  
and be too  
inclusive on  
this





Office 365  
File →  
Options →  
Proofing →  
Grammar and  
Refinements →  
Inclusiveness





Think about  
culture add,  
not culture  
fit





Shift your  
mindset and  
your focus





Be kind



# Further resources to explore

- The [video](#) of Systemic Racism Explained
- A great [article](#) about White Privilege
- An [overview](#) of what Microaggressions are
- The [Twitter thread](#) about the Microsoft Inclusivity settings
- An [article](#) on why empathy is a needed leadership
- Some [ways](#) to help you build your empathy at work
- The [overview](#) of covering up
- An [article](#) explaining the concept of cognitive diversity
- Some high level leadership [strategies](#) to be more inclusive in the workplace



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Differently

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