

# Why DEI Matters!

**How inclusive leadership leads to successful and thriving communities.**

**Artesha Moore, CAE  
American Geophysical Union**

Contact Institute staff member Katelynne Cox, IOM, CNC, CNE, at 202-603-2091 with any tech help issues.



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U.S. CHAMBER OF COMMERCE FOUNDATION







# Course objectives

After completing this course, you will have:

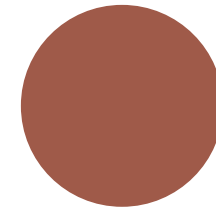
- Definition of terms “*diversity*”, “*equity*” and “*inclusion*”. (DEI)
- Understanding of the economic impact of DEI.
- Tips for creating a climate that promotes an understanding and respect for DEI.
- Understanding of how to use policy to support the organization’s goal of DEI.

- Association management executive with over 20 years of experience
- Served on ASAE Diversity & Inclusion Committee
- Responsible for implementing various programs focusing on ways to increase diversity



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# Introduction





To access polls, use  
<https://www.menti.com/d7wfk2jjv5>



Who's in the  
room?



**What does DEI mean to you?**

Think about the terms diversity, equity, and inclusion.

Ice breaker

Go to [www.menti.com](https://www.menti.com) and use the code 65 47 30 2

# What does DEI mean to you?

 Mentimeter







# Understanding economic impact of diversity, equity and inclusion

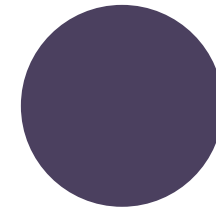
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***Diversity*** includes all the ways in which people differ, encompassing the different characteristics that make one individual or group different from another.

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Definitions of terms



# Diversity Wheel



Source: Johns Hopkins University

[http://web.jhu.edu/dlc/resources/diversity\\_wheel/index.html](http://web.jhu.edu/dlc/resources/diversity_wheel/index.html)



***Inclusion*** refers to how diversity is leveraged to create a fair, equitable, healthy, and high performing organization or community where all individuals are respected, feel engaged and motivated, and their contributions toward meeting organizational and societal goals are valued.

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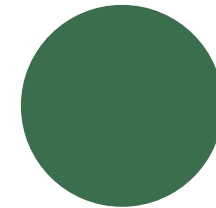
DIVERSITY



INCLUSION

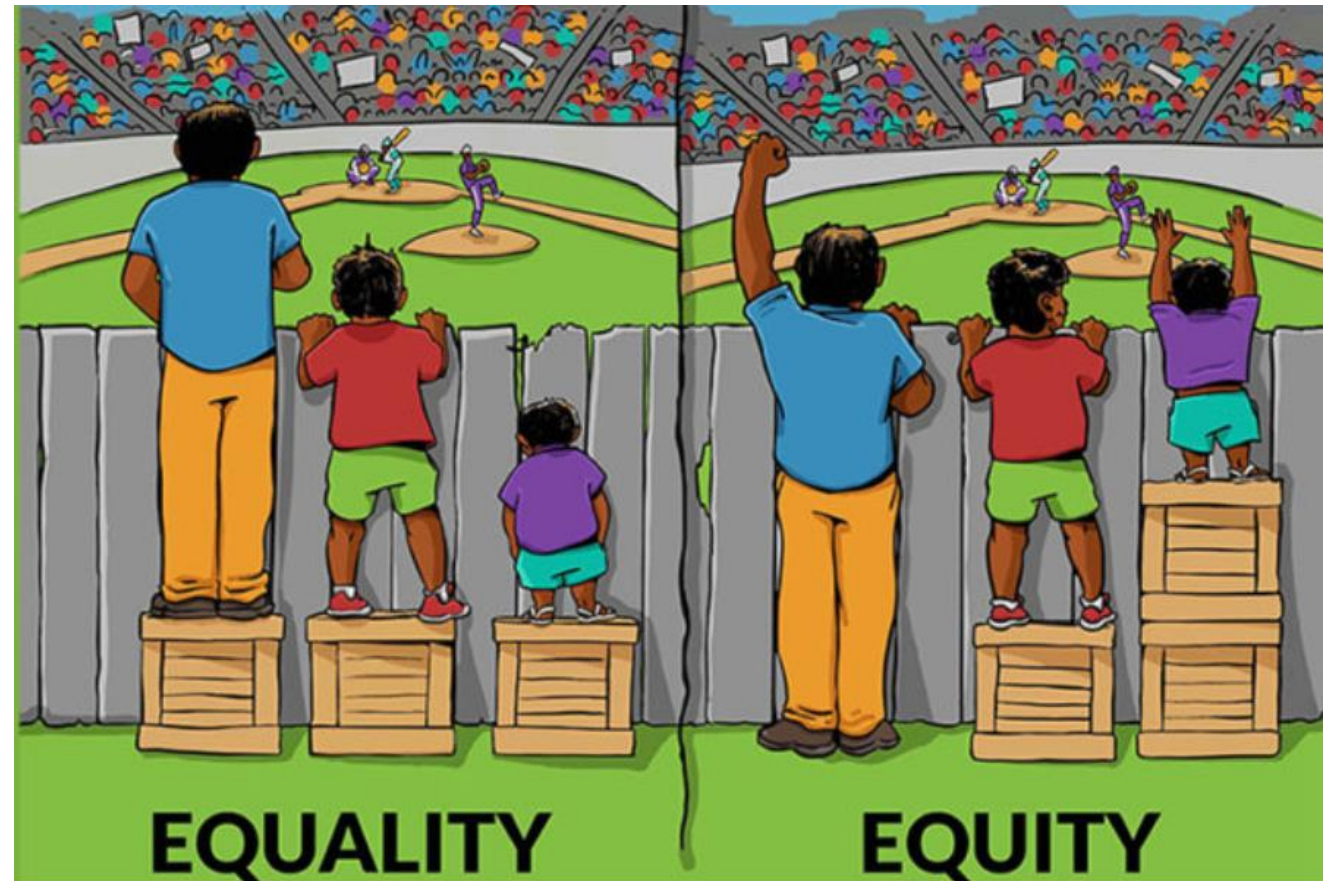


## Definitions of terms



# Definitions of terms

**Equity** is the fair treatment, access, opportunity, and advancement for all people, while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups.





Questions? Comments?



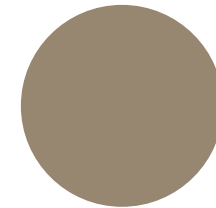
Why does  
DEI  
matter?



**Collective impact** is the idea that social problems arise from and persist because of a complex combination of actions and omissions by players in all sectors—and therefore can be solved only by the coordinated efforts of those players, from businesses to government agencies, charitable organizations, and members of affected populations.

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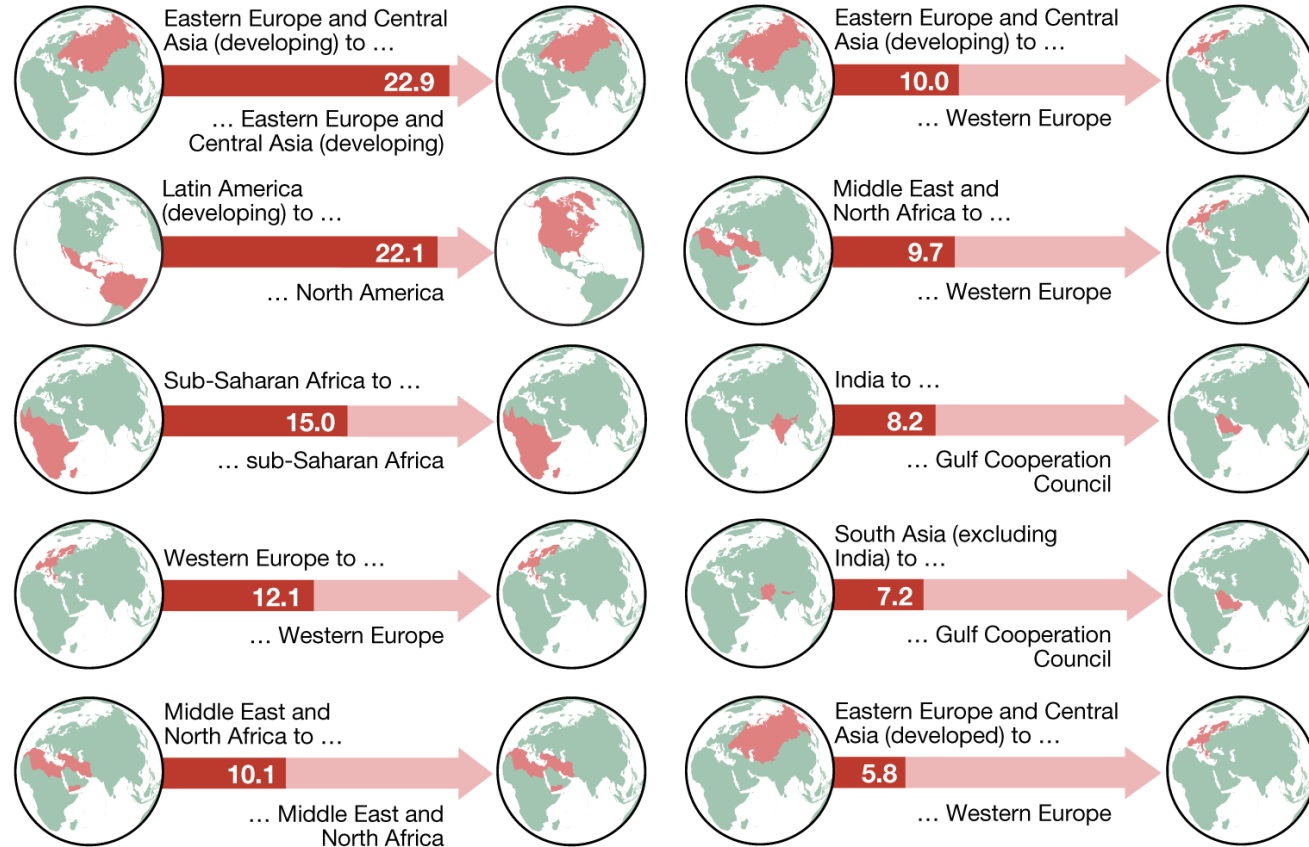
## Definition of terms



# Global statistics— Migration is real

Most migration consists of people moving to another country in the same part of the world.

Top 10 regional movements,<sup>1</sup> total migrant population in millions, 2015



<sup>1</sup>Includes movement both between and within regions.

Source: United Nations Department of Economic and Social Affairs; World Bank; McKinsey Global Institute analysis

McKinsey&Company



# Diversity impacts economic development

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Labor shortages across the globe



Aging populations have increased the dependency ratio



Increased female labor force participation can help contribute towards poverty reduction



Economies require a diverse range of skills and not a stock of labor concentrated in either the upper or lower echelons of the skills spectrum;



As the global mobility of labor has accelerated over the past decade, migrants have become an integral part of economies in both the developed and developing world



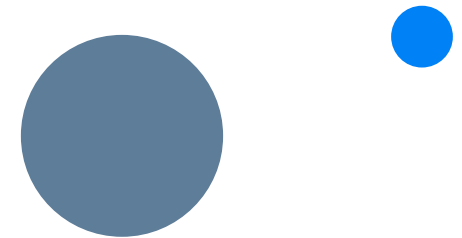
Facilitating those with a disability to function as an active part of the labor force can help to meet employers' labor demand

- Teams that include workers from different backgrounds and experiences can come up with more creative ideas and methods of solving problems. (Harvard Business School)
- Companies in the top quartile for racial and ethnic diversity are 35% more likely to have financial returns above their respective national industry medians. (McKinsey)
- Diverse companies have 2.3 times higher cash flow per employee than non-diverse companies. (Deloitte)



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Business benefits of diversity,  
equity and inclusion

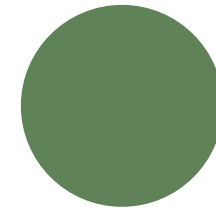


How are you experiencing  
increased diversity in your  
organization?



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Discussion

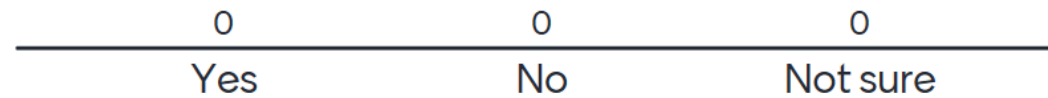




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# How are you experiencing increased diversity in your organization?

 Mentimeter

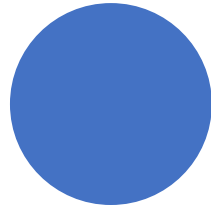
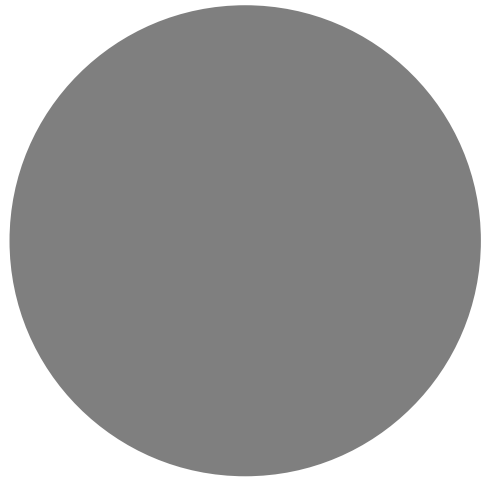


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**What are some of the opportunities you've experienced as workforce has become more diverse?**

 Mentimeter





Creating a climate that promotes an understanding and respect for diversity, equity, and inclusion.



## Levels of Diversity



- Source: <https://www.linkedin.com/pulse/how-distinguish-between-5-levels-diversity-inclusion-leah-smiley-cde/>

# Recognizing unconscious bias

Conscious bias— explicit brain activities are verbally reportable

vs.

Unconscious bias— implicit brain activities are not verbally reportable



# Types of unconscious bias

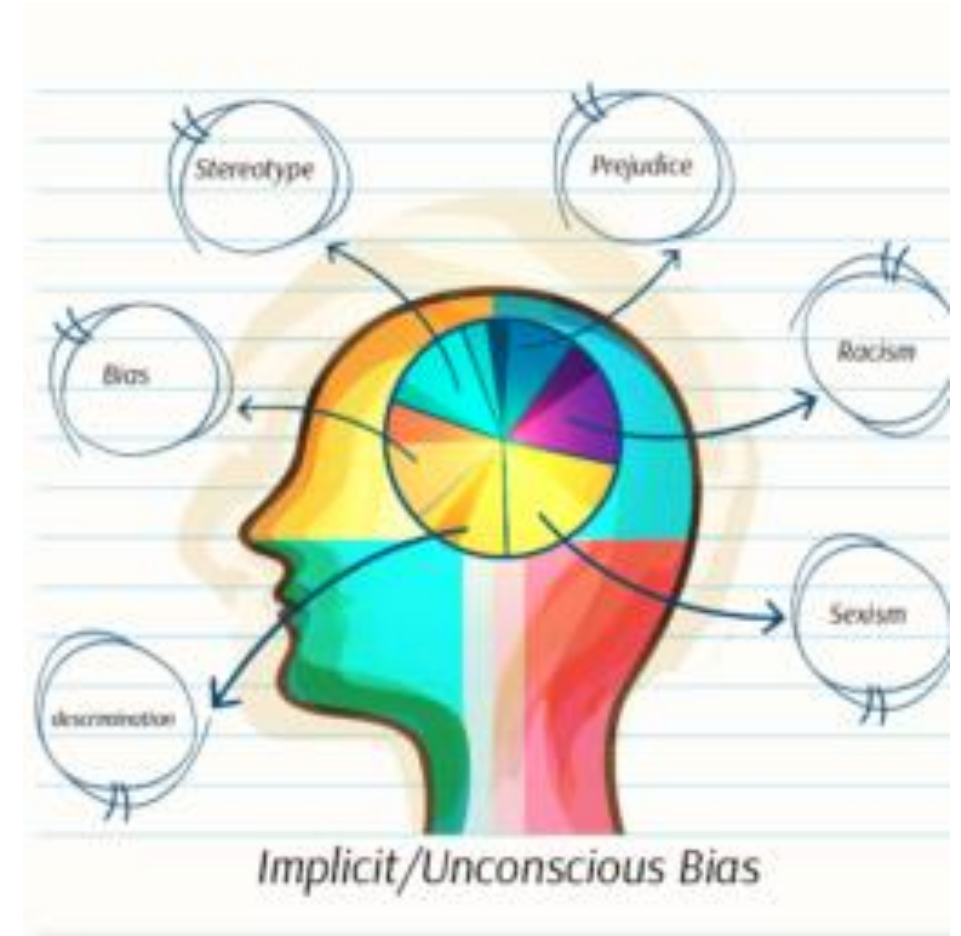
**Halo effect:** people who think highly of an individual in a certain way are likely to think highly of them in several other ways

**Similarity bias:** people tend to enjoy working with people who are similar to us.

**Gender bias:** people prefer opinions and suggestions of males versus females.

**Confirmation bias:** once we make a decision or opinion about something, we tend to look for information that confirms our beliefs and overlook information that goes against them.

**Height confirmation:** Companies tend to promote tall people, particularly men, into senior roles; in fact, the average male CEO is three inches taller than the average male.





# Recognizing unconscious bias

**Our Perception** – how we see people and perceive reality.

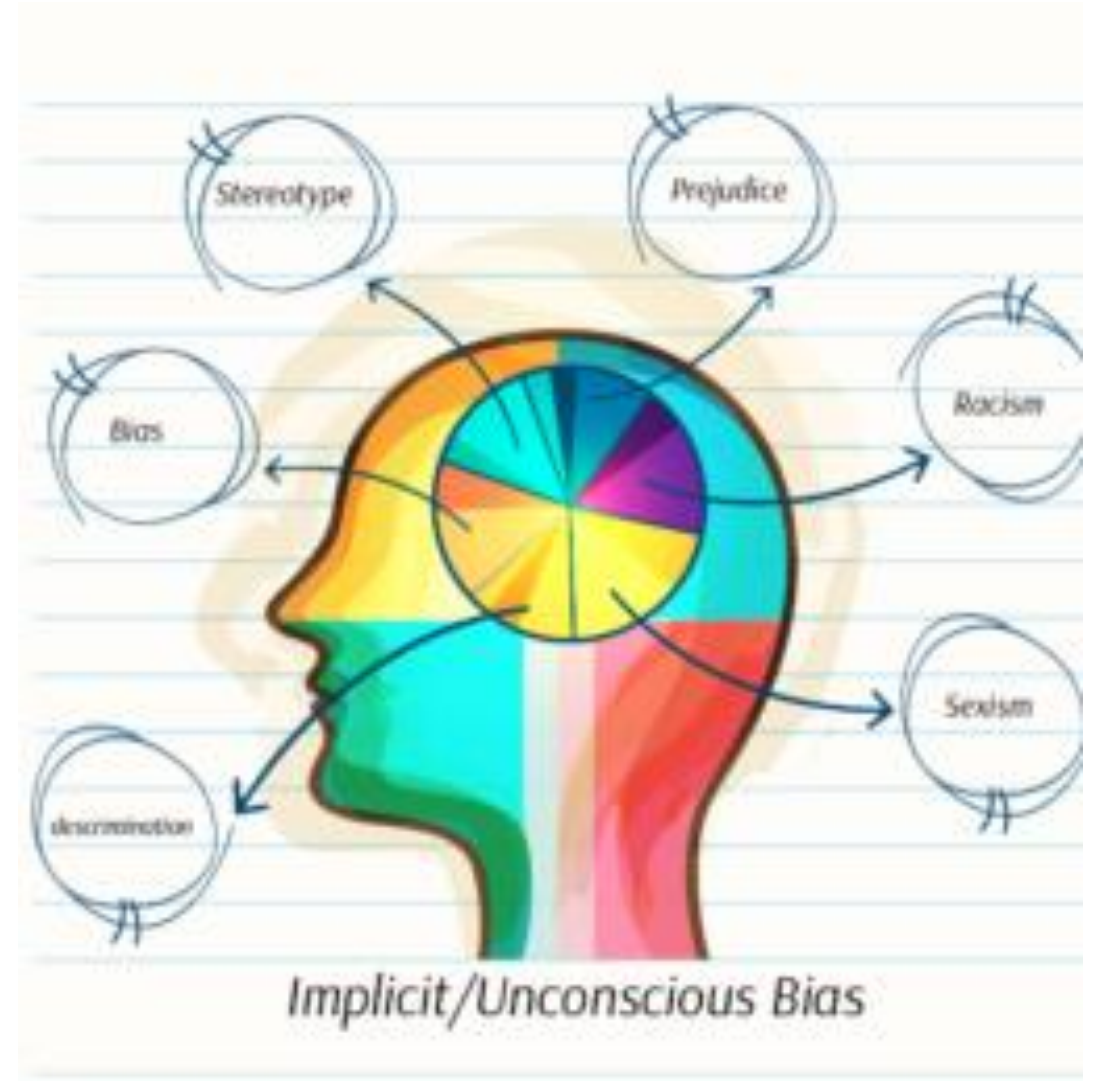
**Our Attitude** – how we react towards certain people.

**Our Behaviors** – how receptive/friendly we are towards certain people.

**Our Attention** – which aspects of a person we pay most attention to.

**Our Listening Skills** – how much we actively listen to what certain people say.

**Our Micro-affirmations** – how much or how little we comfort certain people in certain situations.



Source: <https://www.socialtalent.com/blog/recruitment/9-types-of-bias>

# Personal impact of exclusion



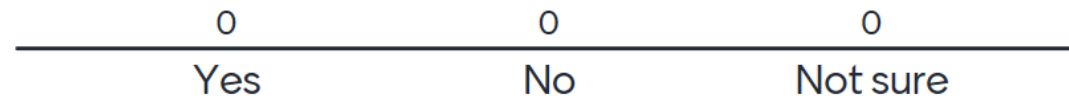
There are a host of negative outcomes from social exclusion, including:

- Poor health and well-being
- Academic underachievement
- Antisocial and criminal behavior
- Reduced access to housing
- Employment and social injustice

Go to [www.menti.com](https://www.menti.com) and use the code 65 47 30 2

# Have you personally experienced or witnessed implicit bias in action?

 Mentimeter







Questions? Comments?

# Diversity in leadership takes commitment



What does intentional  
leadership mean to you?



Go to [www.menti.com](https://www.menti.com) and use the code 65 47 30 2

# What does intentional leadership mean to you?

 Mentimeter

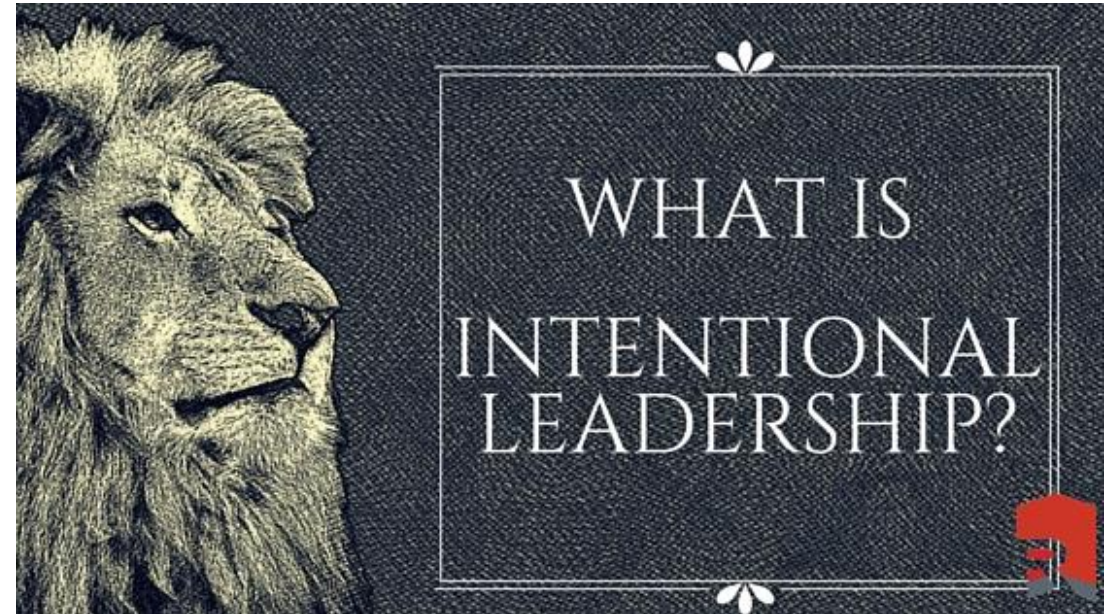




# Intentional leadership

Intentional leadership is the process of deciding in advance how we want to be perceived by those that we lead.

1. **Decide** who you are and what you stand for.
2. **Identify** the gaps between how you want to be perceived and how you are behaving today.
3. **Commit** to closing those gaps.



Value People

Think of Ways to Add Value to People

Look for Ways to Add Value to People

Go from Knowing to Doing – Do It!

Encourage Others to Add Value to People



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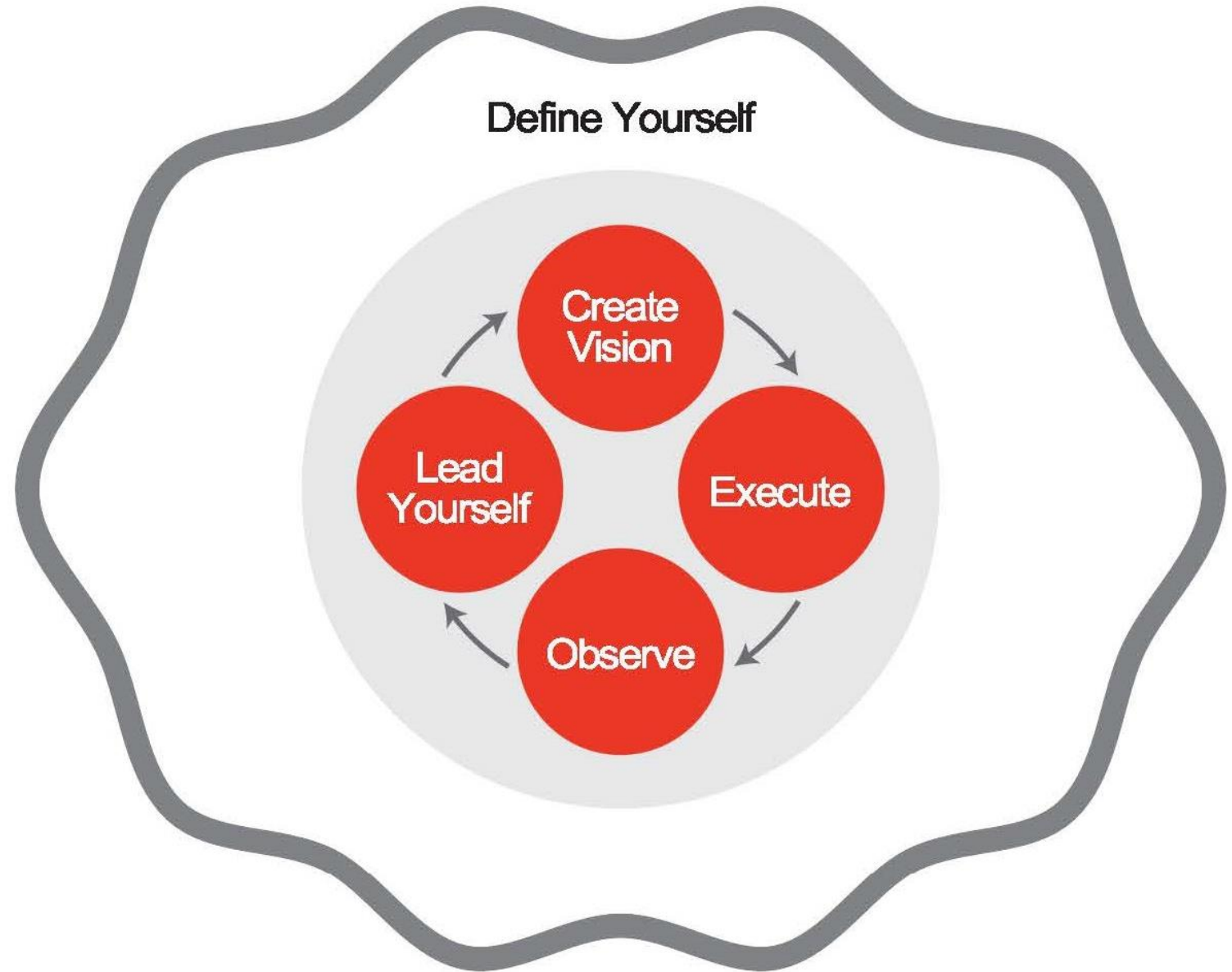
## Steps to intentional leadership



John Maxwell– author, speaker, thought leader

<https://www.johnmaxwell.com/>

# How intentional leadership impacts DEI efforts



# Launch and sustain an impactful initiative

According to Society of Human Resource Management, the essential steps to launching an initiative are:

1. **Identify key stakeholders:** This starts with the CEO, but there must be buy-in both up and down the organizational chart.
2. **Identify business needs:** Without a strong connection to how the organization achieves its business goals, the initiative won't succeed.
3. **Keep it simple:** The diversity and inclusion initiative must be focused and easily understood and executed.
4. **Build in accountability:** Managers must be responsible for weaving diversity and inclusion into their daily actions. Let them know at the initiative's inception that their role is critical.
5. **Assess and adjust:** Whether you use detailed metrics or a less formal way to evaluate the progress of the initiative, your evaluation method must be analyzed periodically and tweaked when and where needed.

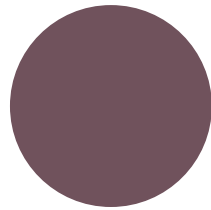
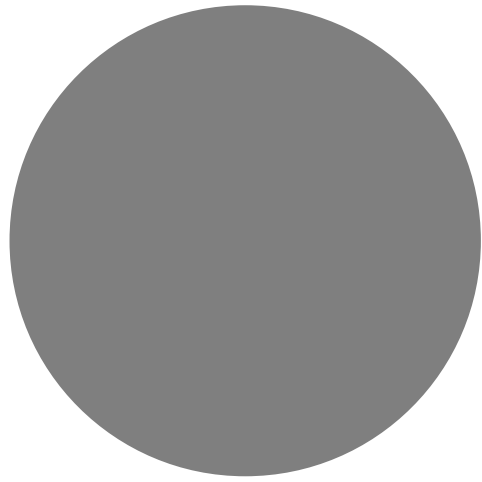


**ASK THE  
EXPERT!**



Consider getting  
expert advice

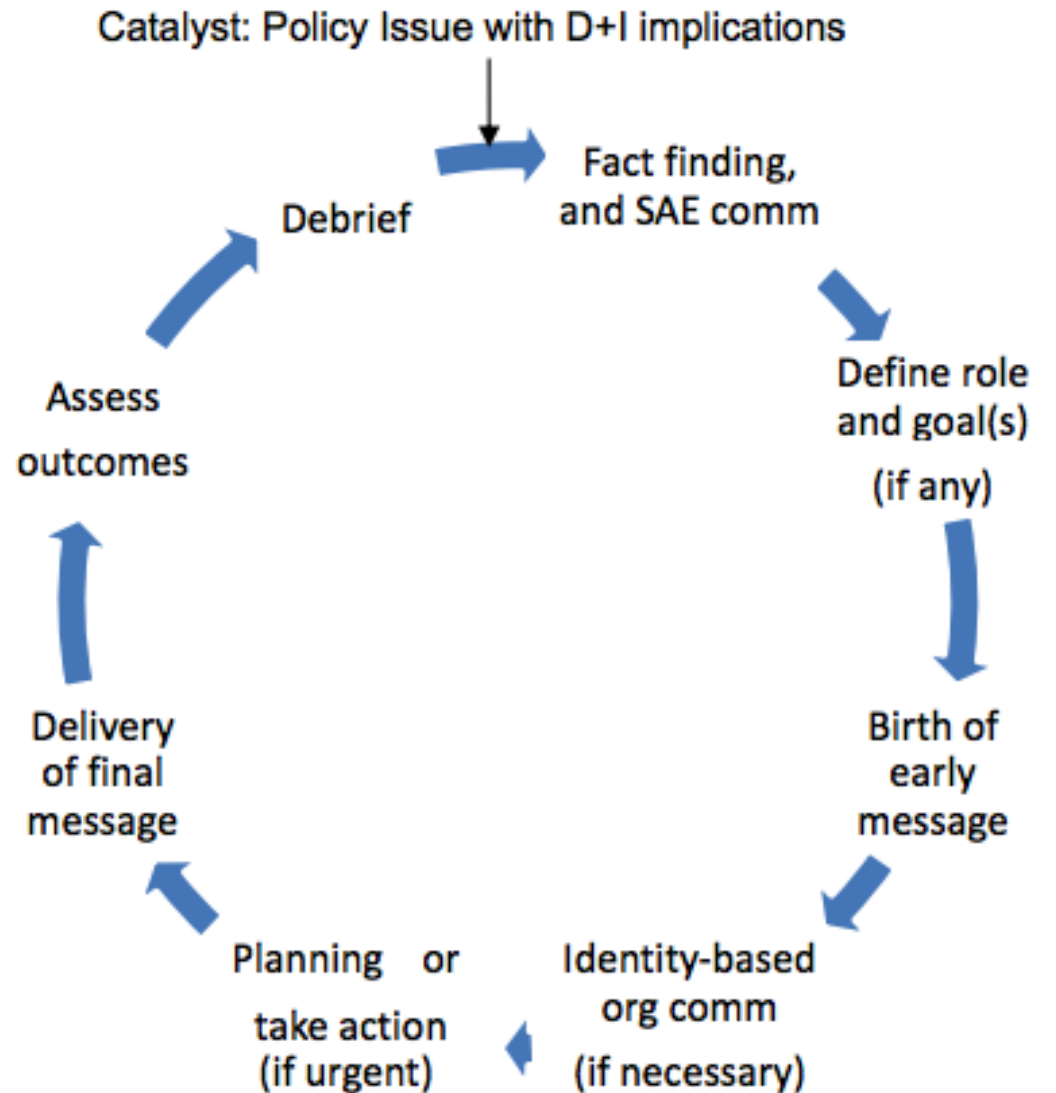




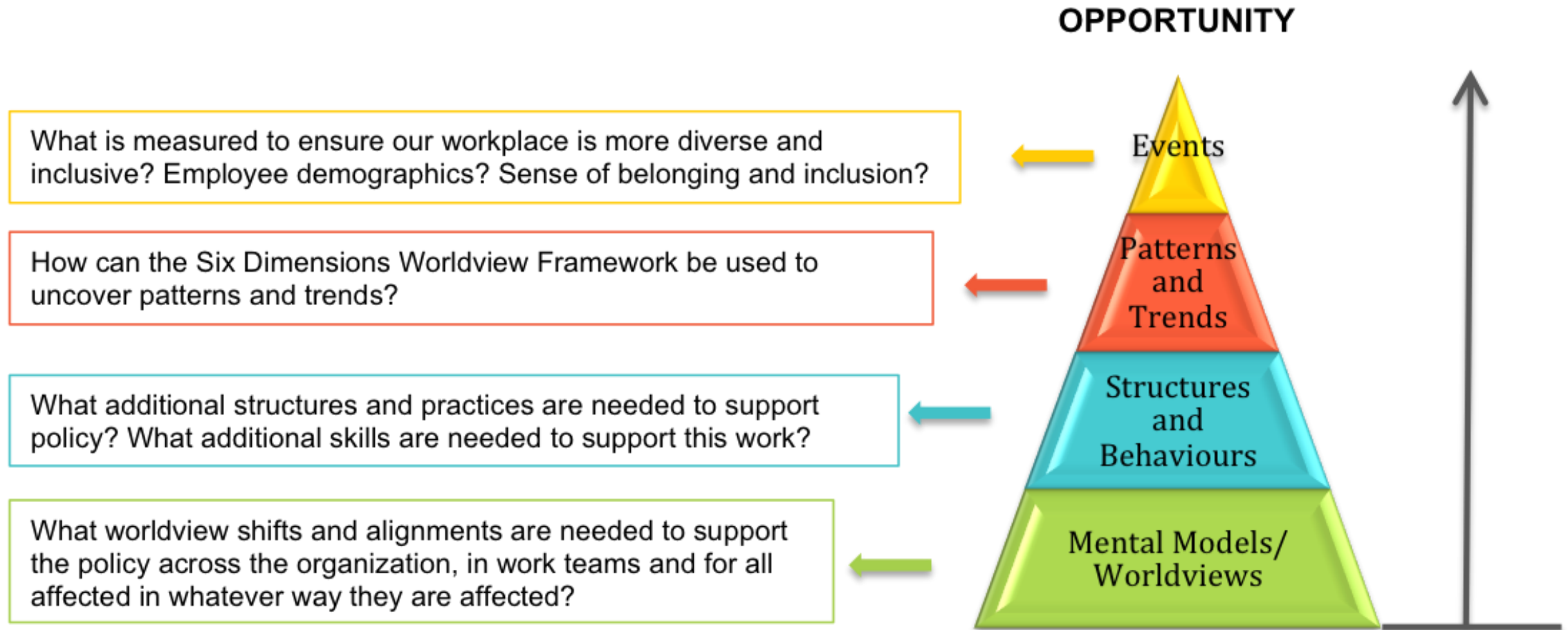
Using policy to support the organization's goal of diversity, equity, and inclusion.

# Analyzing company policies for unconscious bias

ASAE's D+I Advocacy & Policy Model



# Analyzing programs, products, and communications for alignment



# Inclusivity checklist



Leader buy-in is key! Everyone's voice is heard, opinions are considered and value to the team is evident.

Train managers—and hold them accountable—to show that inclusivity is a core competency.

Form an inclusion council with genuine influence and power.

Value differences and create an environment where people can feel comfortable bringing their “full selves” to work.

Identify underrepresented groups' needs and give them necessary support and resources.

Provide workers with a safe space to voice their concerns.

Benchmark key aspects of your organization's culture—and understand the employee experience—before making changes to promote inclusivity.

Remember that daily interactions are the most telling sign of whether or not your company has an inclusive culture.



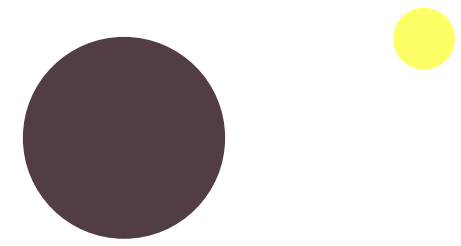
*Start with creating a statement and vision for the organization. Then,*

- Be transparent
- Set aspirational goals
- Highlight outcomes, not good intentions
- Focus on cognitive diversity
- Cultivate a culture of diversity and inclusion



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## Communicating a DEI policy to your organization





Questions? Comments?

The background features a soft-focus bokeh of warm, golden-yellow and light blue circular lights. Overlaid on the right side is a large, stylized graphic of the words "thank you" in a dark blue, cursive script. The word "thank" is positioned above "you", and a long, elegant flourish extends from the end of "you" across the right edge of the frame. On the left side, there is a semi-transparent white circular area that serves as a backdrop for the contact information.

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