

The world
in which you were born
is just one model
of reality.

OTHER CULTURES
ARE NOT
FAILED ATTEMPTS
AT BEING YOU:
they are unique
manifestations
of the human spirit.

WADE DAVIS

DEI WHAT'S THE BIG DEAL???

Village Business Institute | Business Bite | February 8, 2023

Susan Williams | swilliams@thevillagefamily.org



OBJECTIVES

- Have a solid understanding of DEI and its foundations.
- Gain a broader perspective of how D, E, and I can show up in a work environment.
- Learn ways to call people IN to a conversation rather than calling them OUT regarding DEI behaviors and language.

ADDITIONAL RESOURCES



SETTING THE STAGE

DEI Definitions and History



HISTORY

15-today

Equity is added, (New impetus on gender-based equal pay.) Renewed focus on anti-discrimination. *Gen Z entering the workforce—50+% non-white and idealistic—looking for employers who have a positive impact on society.*

00s-15

Inclusion becomes the focus. Organizational efforts center around promotion and development opps, including leadership and boards. *Gen Y enter the workforce with new and different expectations of work.*

90s - 2000s

Realize the value of diverse workforce that mirrors customer base. Diversity hiring ramps up, as does diversity turnover. *Organizational culture wasn't a "fit". What does that mean?*

70s - 90s

Many Fortune 500 companies began concerted efforts in diversity hiring—compliance focus. Cast a wide net to attract a broader pool of talent. *Gen X begins entering the workforce, impacting organizational culture*

1960s

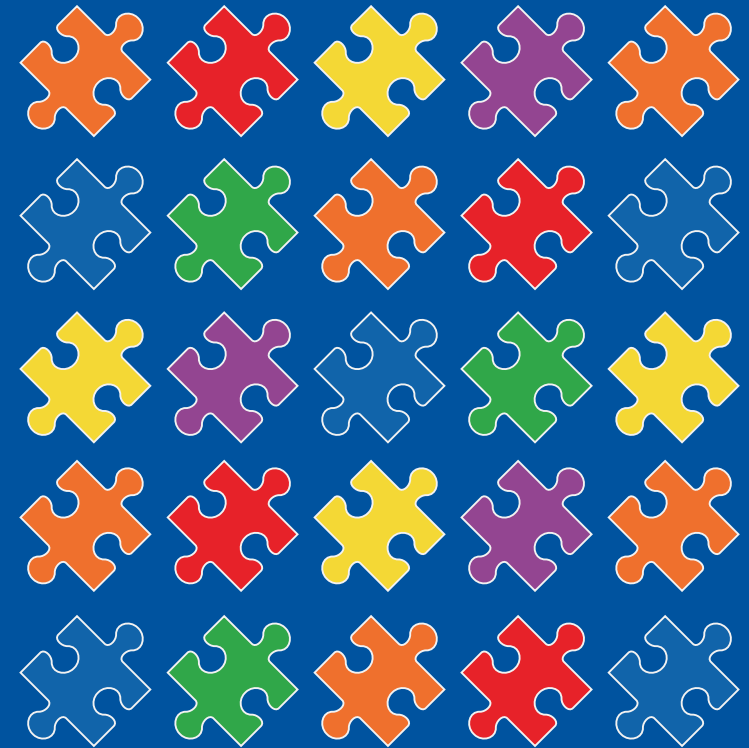
Equal Pay Act of 1963 | Title VII of the Civil Rights Act of 1964 | Age Discrimination in Employment Act of 1967
Diversity in the workplace started to become part of the conversation, at least for large US companies.

1948

President Truman desegregates the armed services

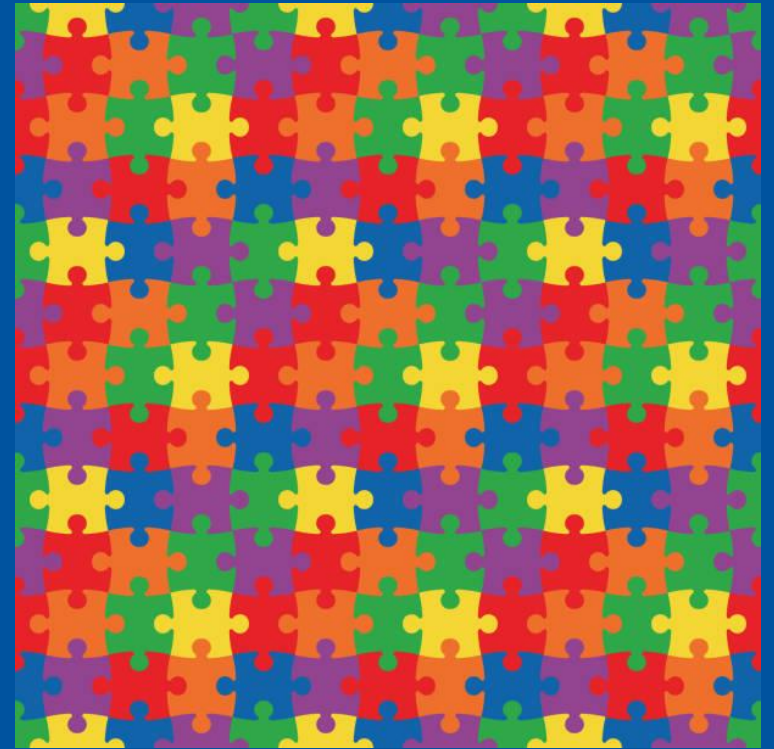
DIVERSITY

- The condition of having or being composed of differing elements: variety; especially the inclusion of different types of people (as people of different races or cultures) in a group or organization
- Honoring the mosaic of people who bring variety of back grounds, styles, perspectives, values, and beliefs as assets to the groups and organizations with which they interact



INCLUSION

- Inclusion is a function of how fully involved people are in the structures of their organizations and societies.
- Creating opportunities for people to be part of the fundamental fabric of the way the organization functions---decision-making, responsibility, leadership—and then creating organizations that are culturally competent, culturally intelligent, and culturally flexible



DIVERSITY VS INCLUSION

DIVERSITY



Having a seat at the table

Who is in the room?

The state of having a large variety

Focus on demographics

Brings different people into the same territory

INCLUSION



Having a voice at the table

Has everyone shared their ideas?

The state of being valued, respected, and supported

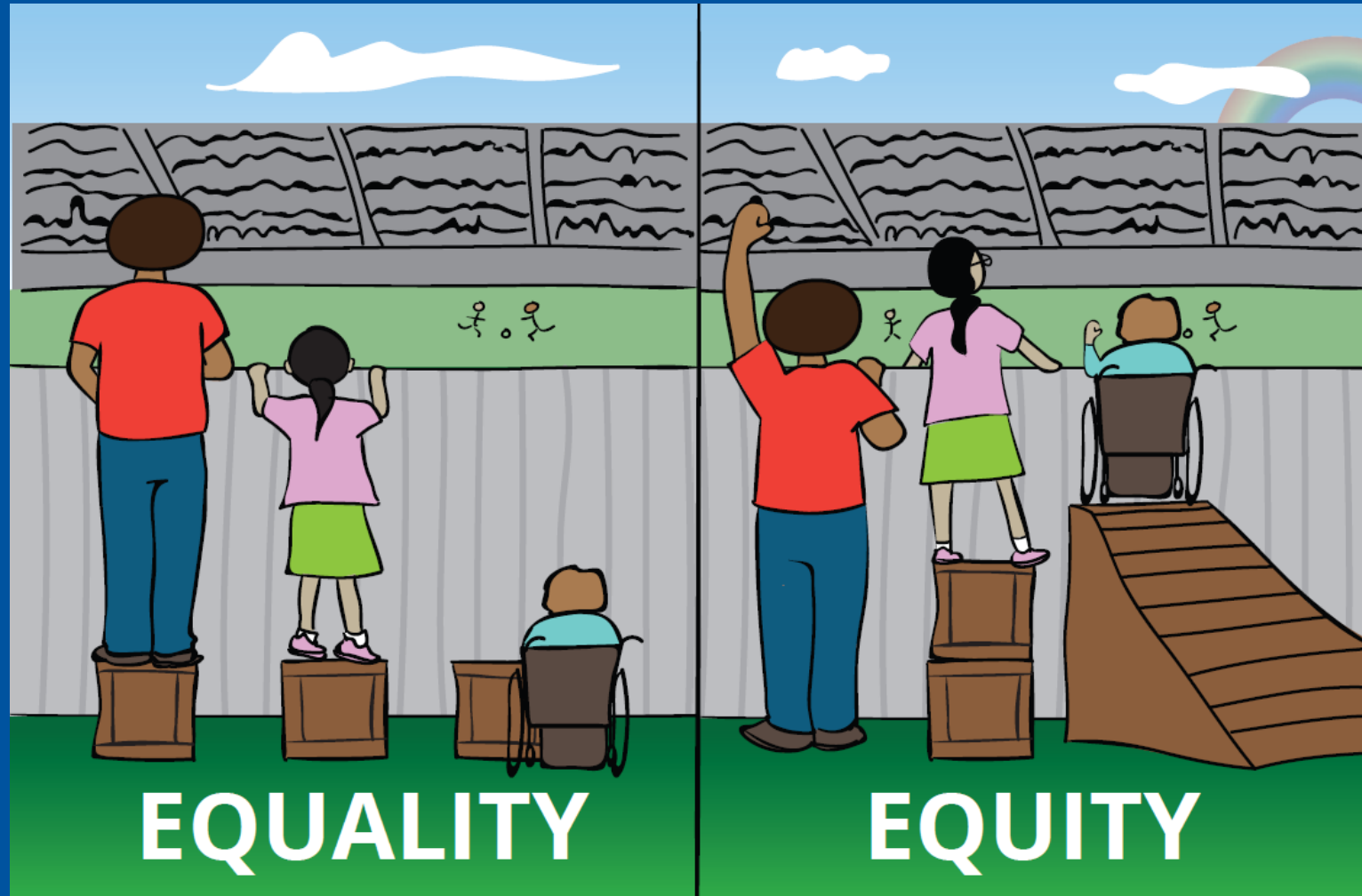
Focus on allowing differences to coexist in a mutually beneficial way

Introduces concrete methods and strategies to make diversity work

EQUITY

- Whereas diversity refers to all the many ways that people differ, equity is about creating fair access, opportunity, and advancement for all those different people.
- Equity is not only dividing resources fairly and equally, but also factoring in differences amongst people. Differences such as race and socioeconomic status that would require different support to ensure the same opportunity of success

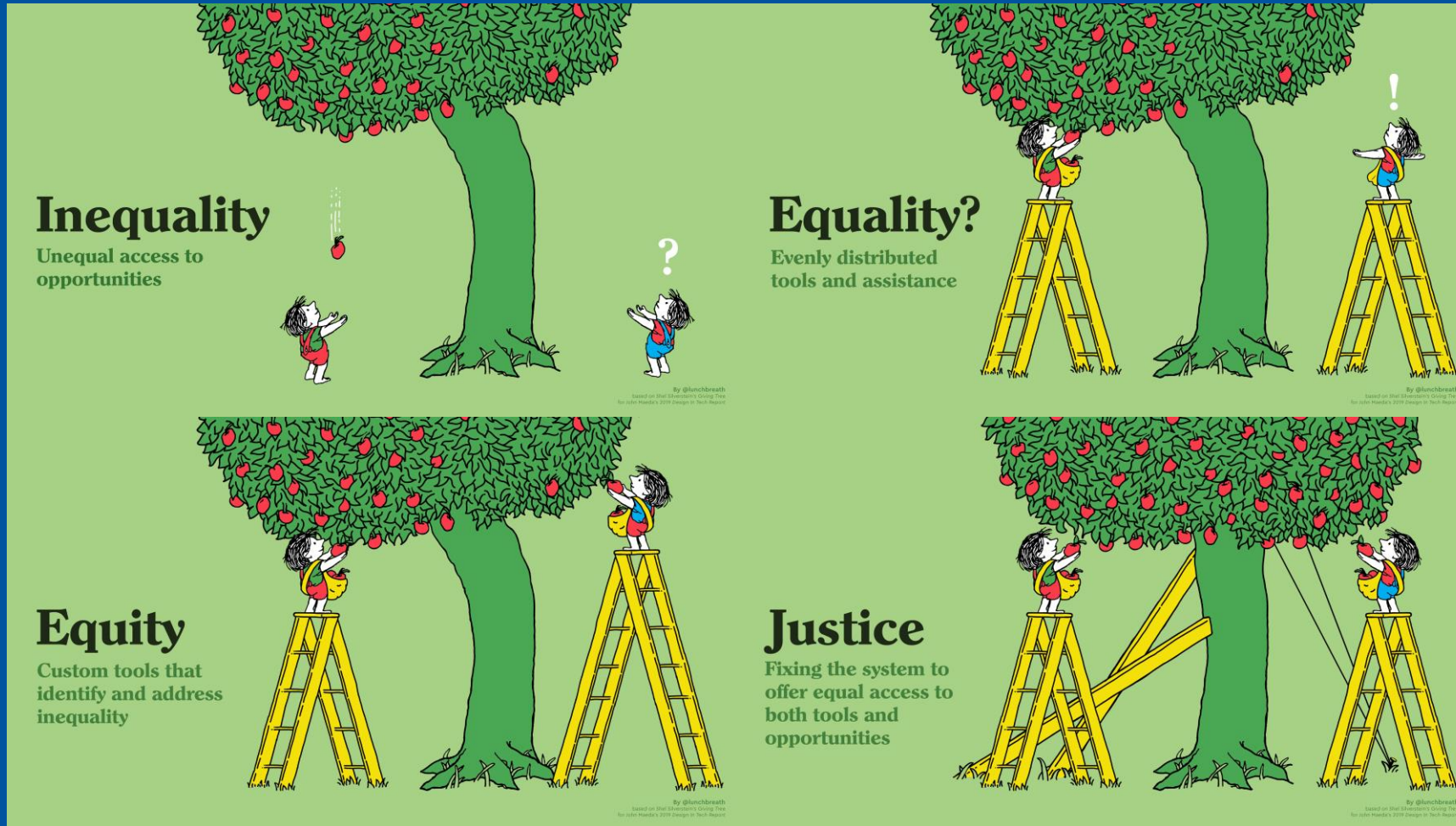
EQUALITY VS EQUITY



EQUALITY

EQUITY

EQUALITY VS EQUITY



A BRIEF WORD ABOUT COMPLIANCE

DEI & Compliance doesn't bode well. In fact, it creates a sense of resentment and resistance.

Dominique Hollins

DEI cannot be a program or an HR initiative. It has to be top of mind for everyone, at every organizational level, and a lens through which business decisions are made. When that happens, DEI stays visible, adapts in alignment with the business, and shifts as the organizational culture morphs over time. This is where we focus our efforts to ensure that DEI becomes not only about being and belonging, but also about translating diverse perspectives into innovation that advances the business in new ways.

<https://www.linkedin.com/pulse/evolution-diversity-workplace-stacey-williams>



WHY DOES IT MATTER?

- Creates an opportunity to eradicate prejudice
- Increases employee engagement
- Enhances levels of creativity and innovation
- Improves company reputation
- Impacts a global market
- Enhances brand recognition
- Decreases turnover
- Increases odds of landing of top talent
- Improves profitability

WHY IS IT TAKING SO LONG?

1948



We are unaware.

We are creatures of habit.

We take shortcuts.

We don't realize the depth.

We sometimes ask the wrong questions.

Self-reflection is hard.

Change is hard.

WHAT QUESTION ARE WE ASKING?

How can we acquire, train, and change diverse employees for them to succeed and thrive in our culture?



How does our organization need to change in order to accommodate a diverse population with diverse needs?

THE POWER OF LANGUAGE

Language is power, life and the instrument of culture, the instrument of domination and liberation.

Angela Carter

Words - so innocent and powerless as they are, as standing in a dictionary, how potent for good and evil they become in the hands of one who knows how to combine them.

Nathaniel Hawthorne

But if thought corrupts language, language can also corrupt thought.

George Orwell

Words are, of course, the most powerful drug used by mankind.

Rudyard Kipling

Language is power, in ways more literal than most people think. When we speak, we exercise the power of language to transform reality. Why don't more of us realize the connection between language and power?

Julia Penelope

By swallowing evil words unsaid, no one has ever harmed his stomach.

Winston Churchill

WATCH YOUR LANGUAGE, YOUNG LADY.

*“If we don’t intentionally include, we unintentionally exclude.
The power of diversity thrives in a culture of inclusion.”*

—Corey L. Jamison and Frederick A. Miller,
The Linkage Leader: 7 Actions for Creating an Inclusive Organization

INCLUSIVE LANGUAGE

is the recognition that **words matter**
and that **word choice**
can be used,

intentionally
or
unintentionally,

to **INCLUDE** or **EXCLUDE** *others*.

“TYPICAL” CULTURAL CLASSIFICATIONS

Marginalized	On the basis of...	Dominant
	Age	
	Color	
	Sex	
	Social Status	
	Language	
	Ability	
	Sexuality	
	Religion	
	Time of Immigration	

IMPACT ON LANGUAGE

Minimized	On the basis of...	Assumed
Young people/Elderly	Age	Adult
People of Color	Color	White
Women...Transgendered	Sex	Male
Working Class and poor	Social Status	Business Owner
English w/accent--low/no English	Language	1 st Language = English
Chronically Ill/Differently abled	Ability	Healthy/Able
LGBTQ	Sexuality	Heterosexual
Muslim, Hindu, Jewish, Atheist...	Religion	Christian
Recent immigrants/forced immigrants	Time of Immigration	Early

KEEP IN MIND...

- History
- Culture
- Assumptions
- Gender Roles
- Perceived Value
- Negative Association
- Description ≠ Definition (people first)
- Jargon/Specialized knowledge

Minimized	On the basis of...	Assumed
Young people/Elderly	Age	Adult
People of Color	Color	White
Women...Transgendered	Sex	Male
Working Class and poor	Social Status	Business Owner
English w/accnt--low/no English	Language	1 st Language = English
Chronically Ill/Differently abled	Ability	Healthy/Able
LGBTQ	Sexuality	Heterosexual
Muslim, Hindu, Jewish, Atheist...	Religion	Christian
Recent immigrants/forced immigrants	Time of Immigration	Early

How can we talk about what we're not supposed to say if we don't know what we're not supposed to say?

**FOR EDUCATIONAL
PURPOSES ONLY.**

Does the phrase “politically correct” bug you?

FOR EDUCATIONAL PURPOSES ONLY

Peanut gallery

Crack the whip

Slaving away

J**d 'em down

Got g**ed

FOR EDUCATIONAL PURPOSES ONLY

Eskimo

Ghetto

Hip hip hooray!

Opposite sex

Sexual preference

Third world

FOR EDUCATIONAL PURPOSES ONLY

Uppity

Whitelist/Blacklist

Master/Slave

Spirit animal

Lame

She's [diabetic]

FOR EDUCATIONAL PURPOSES ONLY

That's insane!

Illegal alien

Stewardess/steward

Manpower

_____man

FOR EDUCATIONAL PURPOSES ONLY

Take a chill pill

Cries like a girl

That's so gay

Can I touch your hair?

I don't see color

FOR EDUCATIONAL PURPOSES ONLY

They get all the good parking spots

Those people

Trailer park

Let's pow-wow on that

[low] on the totem pole

Lady [Cardinals]

**"I did then what I knew how to do.
Now that I know better, I do better."**

- Maya Angelou



CALLING PEOPLE IN

WHEN YOU HEAR NON-INCLUSIVE LANGUAGE

Be intentional | Don't overreact/shame



WHEN YOU USE NON-INCLUSIVE LANGUAGE

Be intentional | Don't overreact/shame



- Acknowledge what you said and forgive yourself.
- Apologize if appropriate

- Recognize that you used language you are trying to remove from your vocabulary
- *Let me rephrase that*

- Reflect on why you said it.
- First thing that came to mind?

- Tell someone what you said as a way to hold yourself accountable

WHEN YOU USE NON-INCLUSIVE LANGUAGE

Be intentional | Don't overreact/shame



Make a list of words you want to remove from your vocabulary
AND the alternate words/phrases you can use instead

GIVE YOURSELF GRACE

Navigating or functioning effectively
in the midst of diversity is hard work.

It is a learning process.

It takes tremendous humility—recognizing that the way you view the world is not
the only way.

It takes guts.

It takes a sense of humor.

It takes willingness to say sorry.



THE BUSINESS *bite* 



the other bottom line:
ENHANCING COMPANY CULTURE

When we talk about the bottom line, we know we are talking about finances, revenue, and profitability, but there's another bottom line that might be even more important.

Wednesday, March 8, Noon

<https://thevillagefamily.org/events>



SHRM Credit—Activity 23-MFW6P

Feedback survey in follow-up email

www.VillageEAP.com | 1-800-627-8220

