How Employers Can Create Effective Diversity and Inclusion Initiatives

Presented by:

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Background

"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness" –Declaration of Independence

"We the People of the United States" –Preamble to the Constitution

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Background

- Civil Rights Act of 1964

- Title VII, Title IX, ADA, ADEA

- "The time of justice has now come. I tell you that I believe sincerely that no force can hold it back. It is right in the eyes of man and God that it should come. And when it does, I think that day will brighten the lives of every American."
  – President Johnson's Special Message to the Congress: The American Promise, 1965

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- 15th Amendment: "The right of citizens of the United States to vote shall not be denied or abridged by the United States or by any state on account of race, color, or previous condition of servitude."

- Voting Rights Act of 1965

- "There is no constitutional issue here. The command of the Constitution is plain. There is no moral issue. It is wrong--deadly wrong--to deny any of your fellow Americans the right to vote in this country." –President Johnson's Special Message to the Congress: The American Promise, 1965

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Statistics

- According to Pew Research Center (2019), 82% of black people think black people are treated less fairly than white people in hiring, pay, and promotions. 44% of white people think the same.
    - https://www.pewresearch.org/fact-tank/2019/04/09/key-findings-on-americans-views-of-race-in-2019/

- According to Pew Research Center (2017), 62% of black people in STEM jobs say they have experienced discrimination at work due to their race or ethnicity.
    - https://www.pewsocialtrends.org/2018/01/09/blacks-in-stem-jobs-are-especially-concerned-about-diversity-and-discrimination-in-the-workplace/

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Agenda And Goals

I. An employer's obligation

II. What employers can do

III. The Status Quo

IV. Training

V. Diversity and Inclusion initiatives

    1. Initial steps

    2. Diversity

    3. Inclusion

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I. An Employer's Obligation

- Employers have a legal obligation to create a workplace free from discrimination and harassment based on a number of factors

- Employers must recruit and retain top talent

- Foster an engaged and motivated workforce

- Create and maintain the best possible brand

- Duty to the public

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II. What Employers Can Do

- Employers can maintain the status quo

- Employers can train only

- Employers can create and implement a diversity and inclusion program

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III. Maintain The Status Quo

If an employer maintains the status quo:

- They manage the budget but invite huge risk

- Risk of harassment

- Risk of disparate treatment

- Risk of significant unrest

- Negative impact on brand

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IV. Training

- Overview of training

- Goals for the training

- Types of training

- Interactive

- Good first step

- Perception

- Follow up

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V. Benefits of Diversity & Inclusion Initiatives

- Better employee retention and higher engagement

- More perspectives and ideas

- Added creativity and innovation

- Better reputation

- Compliance

- Ability to reach a broader segment of the consumer market

- Increased profits

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Statistics

- According to a Boston Consulting Group survey, companies that reported above-average diversity on their management teams also reported innovation revenue that was 19 percentage points higher than that of companies with below-average leadership diversity.

  - https://www.bcg.com/en-us/publications/2018/how-diverse-leadership-teams-boost-innovation.aspx

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Statistics

- In McKinsey & Company's 2015 report, *Why Diversity Matters*, companies in the top quartile for gender or racial and ethnic diversity were more likely to have financial returns above the national industry median.

    - https://www.mckinsey.com/business-functions/organization/our-insights/why-diversity-matters

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Creating An Effective Program

There are many steps that an employer can take to create a viable Diversity and Inclusion initiative.

Start by understanding the difference between diversity and inclusion.

- Diversity
- Inclusion

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A. Ten Initial Steps That Employers Can Take

1. Due diligence and investigation

2. Tailor the program to meet the needs of the company

3. Select a Diversity and Inclusion team

4. Educate the team on, among other things, implicit bias

5. Identify goals and expectations

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Initial Steps Continued

6. Internal messaging among employees

7. External messaging

8. Create a budget and allocate time

9. Foster open communication

10. Report on the plan and encourage a willingness to adapt to changes and other needs

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B. Ten Steps Regarding <u>Diversity</u>

1. Define diversity

2. Consider an audit

3. Identify what the team is doing well and where improvement is required

4. Ensure the applicant pool is diverse

5. Examine how positions are marketed

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Diversity Steps Continued

6. View the hiring process from the candidate's perspective, i.e. process, website, etc.

7. Is the hiring team diverse?

8. Partnerships with diverse communities and organizations

9. Affirmative action

10. Review the promotion process

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C . Ten Steps To Strengthen <u>Inclusion</u>

1. Understand existing culture (all departments)
2. Determine what the culture(s) should be
3. Top Down Buy-In
4. Train
5. Team building exercises

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<u>Inclusion</u> Continued

6. X. Corp. University

7. Respect, voice, and trust

8. Make resources available

9. Embrace vulnerability

10. Treat this as a priority

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THANK YOU AND QUESTIONS

Thank you!

Please feel free to reach out to us at The Wagner Law Group with any questions.

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