



VBA D&I - Getting To BE CLEAR

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Today's Journey



***Common
Language***

***Moving the
Needle***

BE CLEAR

***Start With
Now***

Aligning Differences:

Think about the first time that you felt different

Think about:

- The experience
 - What happened
 - Identify the difference
 - How did others treat you
 - How did you feel
 - What was the impact for you
 - Does this still happen



The Intro....



I Felt

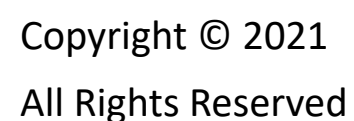
- Unwelcomed
- Discredited
 - Devalued
 - Unseen
- Disrespected
- Questioned
 - Unsafe
- Out of place

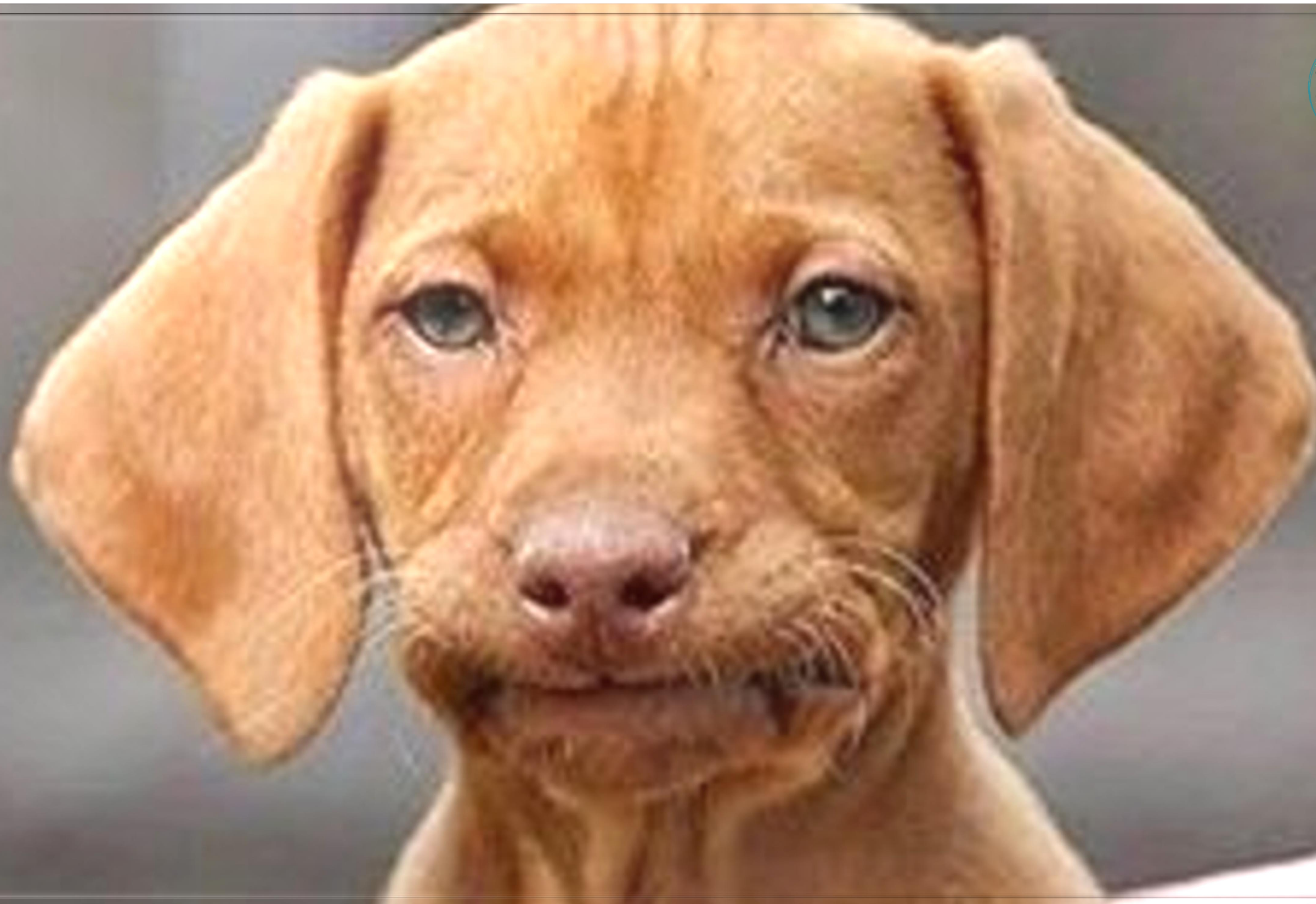
Because

- Questioned
- Stereotype
- Uncertain



What does it really mean?





Defining Common Language

DIVERSITY IS...

Diversity refers to the mixture of differences and similarities and related tensions and complexities that can exist among the elements of any mixture.

INCLUSION IS...

The achievement of an environment in which all individuals are treated fairly and respectfully, have equal access to opportunities and resources, and can contribute fully to success.



Defining Common Language

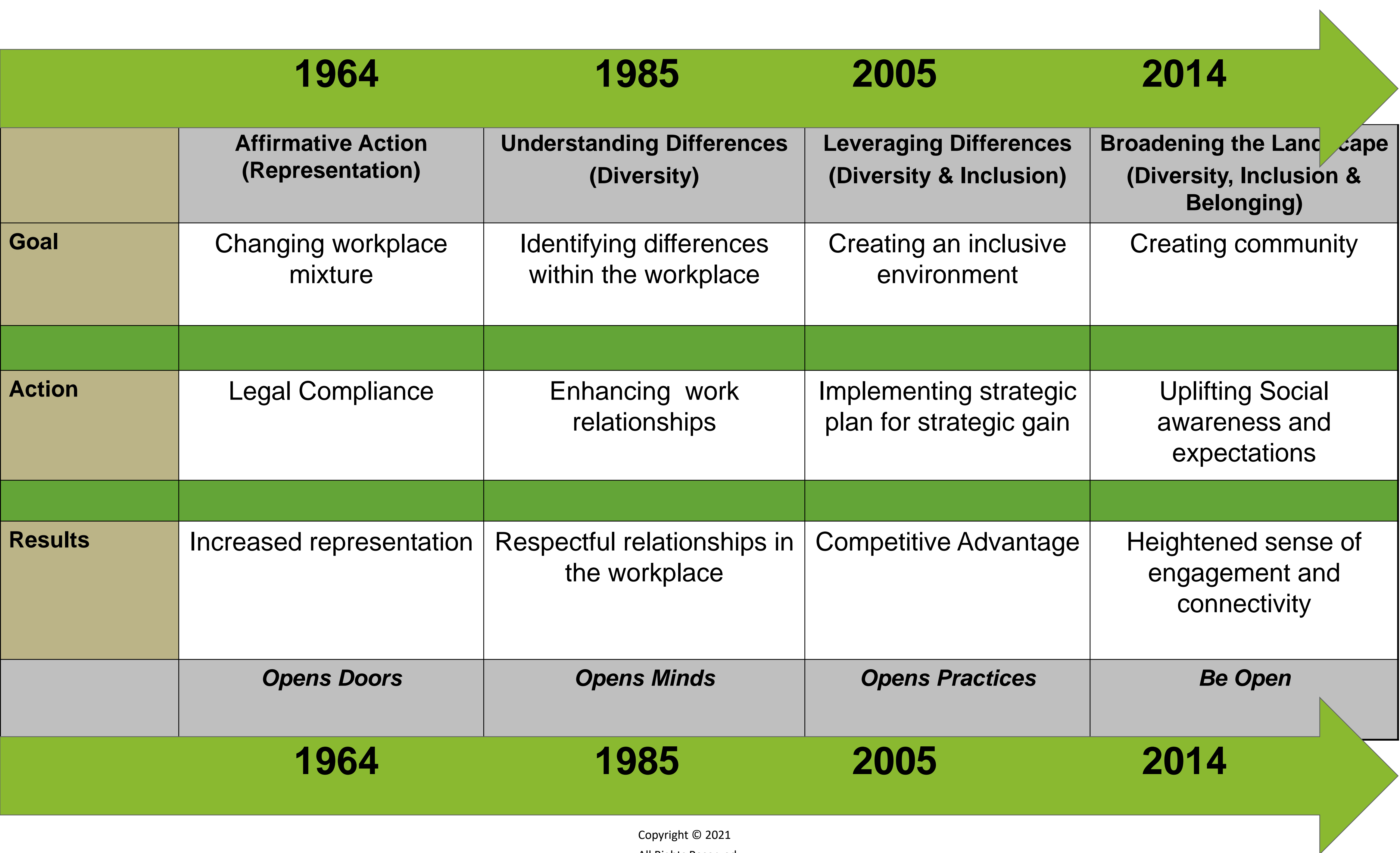


Diversity Value Model can be used to improve relationships with your co-workers and customers.





Moving the Needle



The Business Case – Compounded



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Workforce	Workplace	Marketplace	Suppliers	Community
Diversity & Inclusion				
Top Talent	Inclusive Work Environment	High Customer Satisfaction	Beneficial Partnerships	Positive Brand Image
Compounded Benefits				
Innovative Solutions	Employee Engagement, Retention & Performance	Enhanced Customer Engagement	Procurement, Quality & Savings	New Markets & Enhanced Services

Moral Diversity

The right thing to do

Practical Diversity

Embedded and Leveraged
towards success

Structure

Trends That Make a Difference



55+

Number of years that we have been actively hiring diverse talent in our organizations

40

% that believe that both men and women will hire men over women

77

% of millennials that say they would change jobs to be in a more inclusive environment

25

Number of years that hiring discrimination ratios have remained constant

24

% by which non-ethnic sounding names are called back at a higher rate

Diversity

Gender

Age

Race

Ethnicity



The Impact on Recruiting and Onboarding

Reviewing Candidates

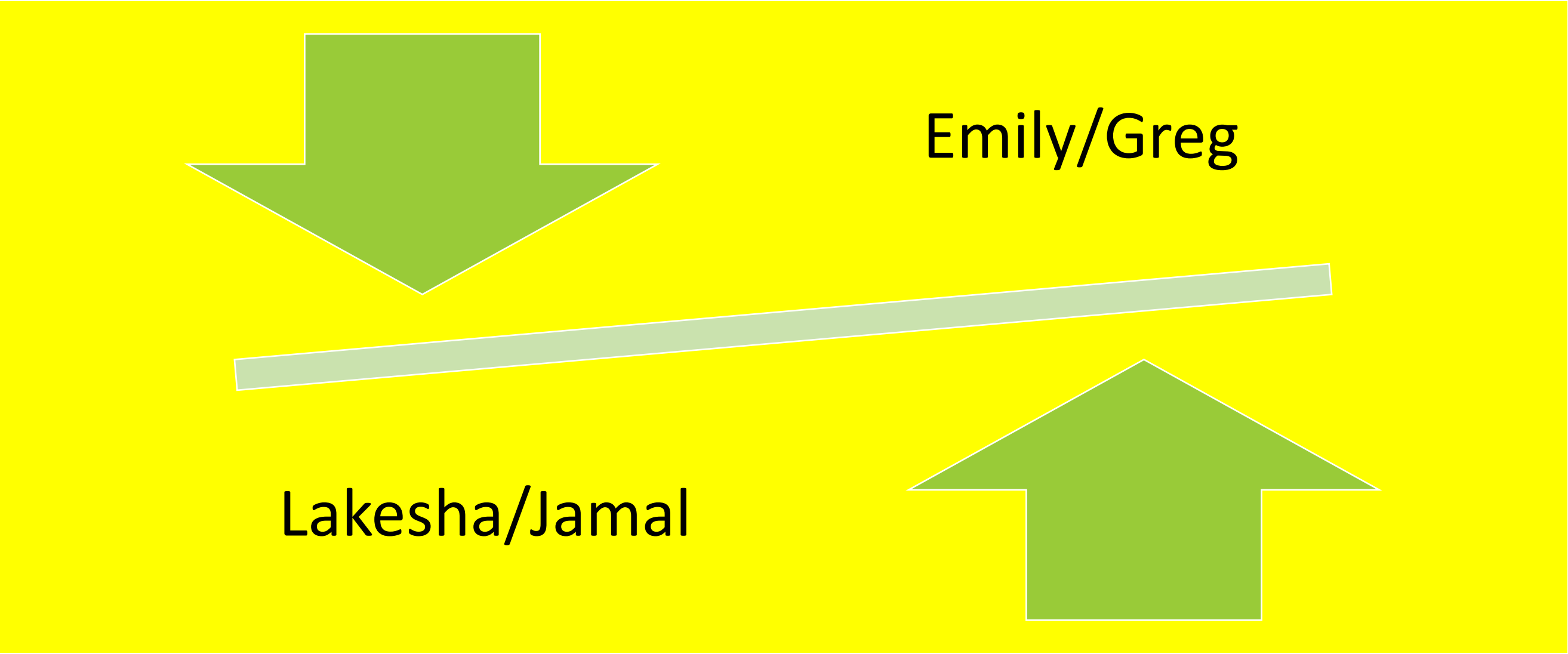


Research shows that recruiters spend 6-10 seconds reviewing individual resumes

80% of that time is focused on:

1. Name And Address
2. Education
3. Previous Companies
4. Start And End Dates
5. Skills That Match





The Impact of a Name



When they switched the names from Emily & Greg to Lakisha & Jamal, they had to send out **50% more** resumes to get a callback

Emily & Greg: 10 resumes	 = 1 callback
	
Lakisha & Jamal 15 resumes	 = 1 callback
	
	

The Impact – Stop Right There...



True Statements in Recruiting...

- How many accommodations will we need to make?
- Why do we need to change our practices/policies to accommodate them?
- If they would just have normal names....
- I would not feel comfortable in recruiting at an HBCU or HIS.
- This name sounds (fill in the ethnicity), they would not be a good fit at our company.
- They sound too ... ethnic on the call.

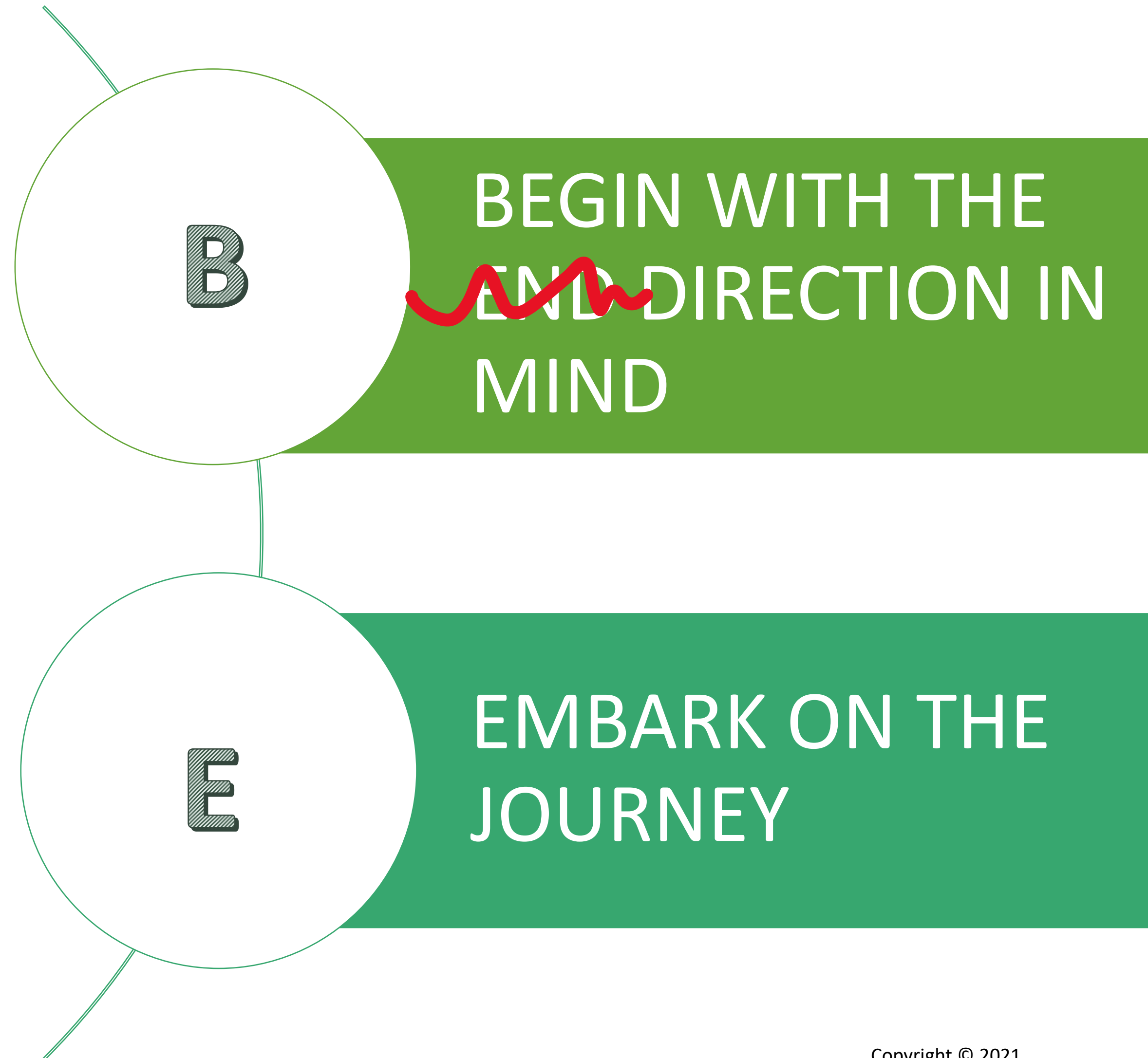




BE CLEAR

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B.E. C.L.E.A.R.



B

BEGIN With The Direction In Mind



- What are you trying to accomplish, change, or maintain?
- What is the desirable future state...not the end state?



E

Embark on the Journey



- ☐ Focus on
Creating a Long-Term Plan
- ☐ Set High-Level
Goals to Lay a
Clear Path



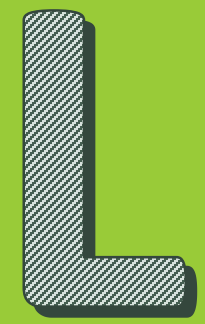
- ☐ Prepare to
Provide Clear
Direction



COMMITMENT



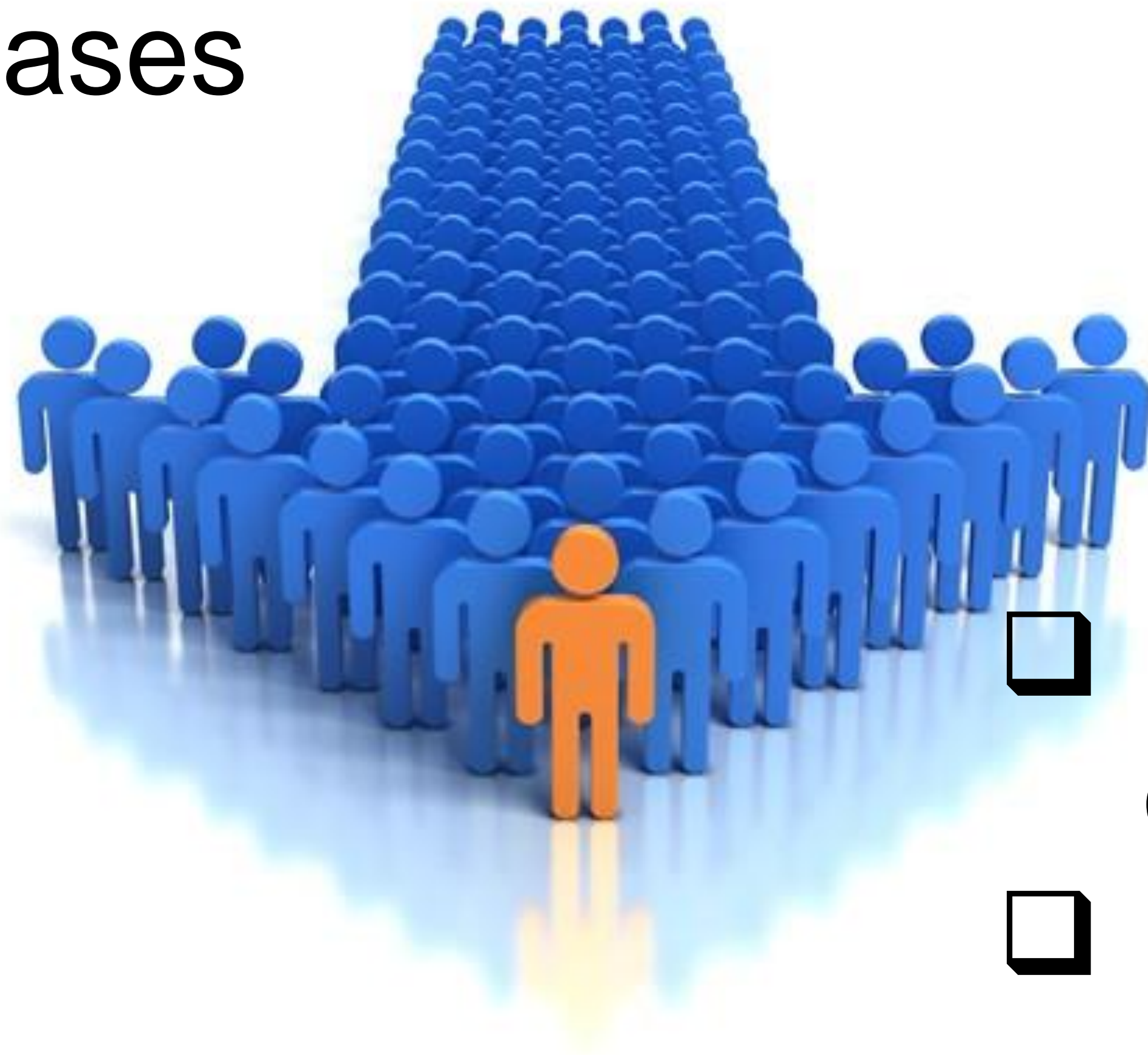
- Common Language
- Integrate D&I Into The Business
- Be Vulnerable



LEADERSHIP



- ❑ Recognize and explore your biases and triggers



- ❑ Know your organization
- ❑ Identify and disrupt negative patterns



ENGAGEMENT



- ☐ Solicit Feedback
- ☐ Include All Levels
- ☐ Train to Elevate Awareness
- ☐ Daily Practice



A

ACCOUNTABILITY



- Assess
- Data & Metrics
- Measure



- Ensure an environment where people can FAIL WELL

R RESOURCES

- ❑ Identify Resources for Success
- ❑ Remove Barriers



Develop a D&I Strategy



Go back to the basics: 5 Ws

- Start with **WHY**:
- Know **WHO** you are looking for and hiring
- Identify **WHERE** you will find new resources to engage
- Set goals and be clear on **WHEN** action needs to be taken
- Be clear on **WHAT** can be done differently

If you want something you've never had before, then you must do something that you have never done before!

Getting to Success

PERCEPTION



REALITY





Start with Now

5 Step Roadmap



1

Form a D&I committee and set the vision

2

Assess the current state

3

Create a culture of D&I

4

Promote D&I throughout the employee life cycle

5

Implement the D&I Strategy



the BOTTOM LINE

BE CLEAR

AND

JUST

START

THANK YOU FOR YOUR PARTICIPATION!



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