

DO'S AND DON'T OF DEI&B

DO'S

- a. Have fact-based insights. Make sure DEI&B is tied to fact-based conversations with leaders
- b. Ongoing communication
- c. Ensure DEI&B is part of a holistic program. Involve all levels of business
- d. Track and measure progress
- e. Celebrate successes
- f. Integrate your hiring processes
- g. Ensure there is active sponsorship
- h. Make sure DEI&B is tied to your mission, vision & values
- i. Create a business case
- j. Get familiar with the glossary of terms

DONT'S

- a. Make DEI&B the flavor of the month or put it on the back burner
- b. Share words, that are not followed up by action
- c. Break commitments
- d. Delegate your role as a DEI leader
- e. Use the phrase “you people” or “them”
- f. Refuse to acknowledge the results
- g. Allow some leaders to opt out – everyone must contribute & participate
- h. Just measure diversity, it's also important to measure equity, inclusion, psychological safety
- i. Just hire to quota – “I just need to hire more Asian/Americans” – are employees going to stay if they don't feel included or equitably treated?
- j. “Wing it” with the terms



DEFINITION OF TERMS

DIVERSITY is the collective strength of experiences, skills, talents, perspectives, and cultures that each associate brings to the table. It's how a dynamic business environment is created.

INCLUSION is about respecting and valuing the unique dimension each associate adds to the organization. It is recognizing that associates are at their creative and productive best when they work in an inclusive work environment.

CONNECTING is creating a positive bond of trust and respect.

DISCONNECT is creating a less-than-positive bond.

FLOCKING is gravitating toward those with whom we have more in common.

NETWORKING is expanding your circle.

CULTURAL NAIVETE is causing offense without intending to.

SENSITIVITY is realizing how your interactions affect others.

MONOCULTURALISM is expecting everyone to conform to your own set of norms.

CALIBRATION is adjusting your approach for differences.

PEJORATIVE BEHAVIOR is showing or tolerating over disrespect.

ADVOCACY is addressing inappropriate behavior.

UNCONSCIOUS BIAS is making false assumptions based on stereotypes.

POSITIVE EXPECTANCY is assuming the best of others and acting on it.

MICROAGGRESSION is a term that describes daily behavior (verbal or nonverbal) that communicates hostile or negative insults towards a group, either intentionally or unintentionally, particularly culturally marginalized groups.

BELONGING is a term used to define the experience of being accepted and included by those around you. Belonging means to have a sense of social connection and identification with others.

BIAS means to have a prejudice against individuals or groups that are not similar to you or to show preference for people that are similar to you.

EQUITY ensures everyone has access to the same opportunities. Equity recognizes that advantages and barriers exist, and that, as a result, we all don't start from the same place.

Questions on how to implement DEI&B at your office?

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