

DEI Toolkit

Introduction

The DEI toolkit is meant to serve as a foundational resource to assist organizations that do not have a formal DEI program.

This resource can guide employees and leaders to learn more about DEI and support efforts to create a more inclusive workplace culture.

What is Diversity?

Diversity is the sum of social, cultural, and identity-based human attributes represented within a group.

Diversity encompasses a wide range of individual backgrounds, characteristics, and experiences. Diversity includes differences based on age, ethnicity, gender, religion, ability, national origin, and sexual orientation, as well as learning styles, work styles, communication styles, work-life issues, speed of learning and comprehension, personality, socioeconomic status, length of service and expertise, and job function.

What is Equity?

Equity is access to opportunity and advancement for all members of a group. Equity is distinct from equality and fairness. Equitable environments address disparities and strive to eliminate unique and systemic barriers that have prevented the full participation of marginalized groups. Such environments are free from discrimination, harassment and bias.

What is Inclusion?

Inclusion is the act of creating environments in which all members of a group are welcomed, respected, supported, and valued. Such actions involve intentional and ongoing engagement with the diversity in and across various social, cultural, and intellectual groups. Inclusive environments increase productivity, awareness, knowledge, and empathic understanding of the complex ways individuals interact within groups.

Your role as a leader

- As a manager you should commit to having a conversation with others in leadership roles on promoting Diversity, Inclusion and Belonging. Click this [article](#) for a list of conversation topics to use as a manager.
- As a leader it is important to recognize the roles and responsibilities of employees and management in promoting and maintaining a diverse and inclusive workplace. It should be clear who is responsible for implementing the policy, and how employees can contribute to a diverse and inclusive environment.
- It is also important to research how to promote respect, foster inclusivity, contribute to a positive workplace culture, create positive interactions with coworkers, make employees feel comfortable to speak up if they see something not right, to stay informed, hold yourself and your employees accountable to participate in DEI initiatives.

Inclusive Leadership

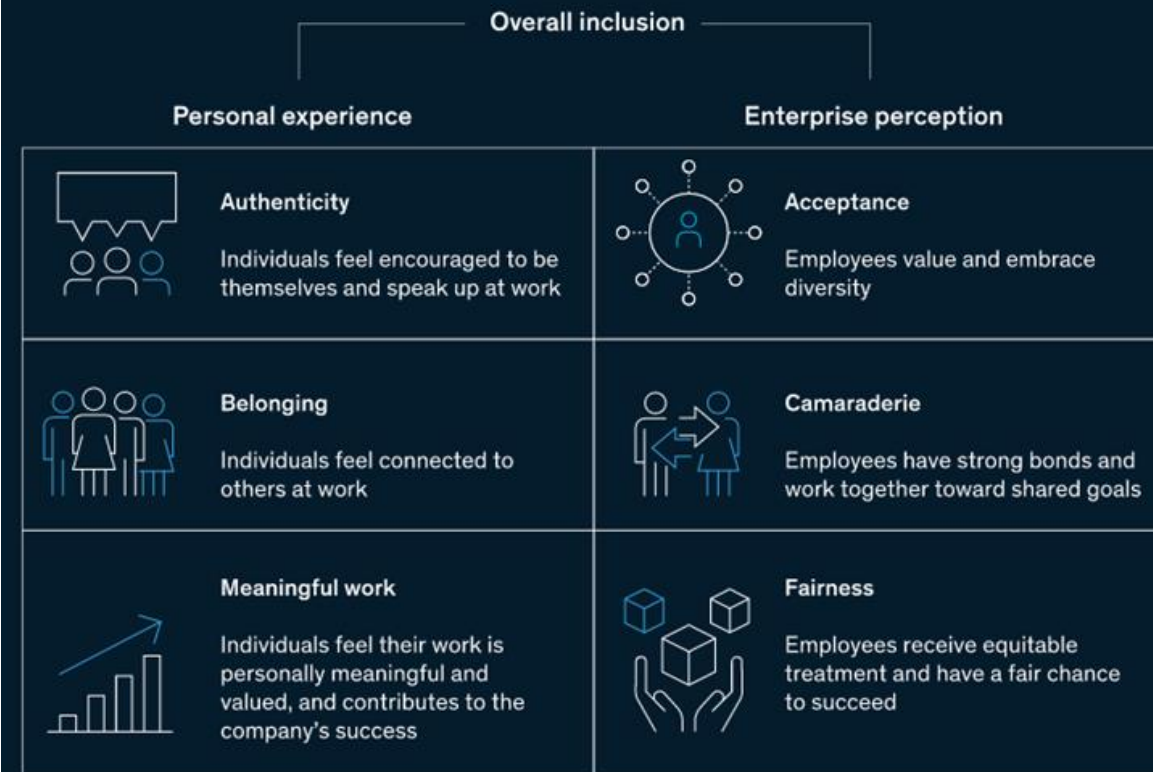
It is important that leaders learn about how to lead with inclusivity, build diverse teams, and hold others accountable for inclusive behaviors.

You can lead by example by:

- Creating a supportive environment-Each member of the team should feel emotionally supported. Some ways to help your team members feel supported are engaging in active listening, fostering an environment of mutual respect in employees of all levels, working with integrity & accountability, creating a safe working environment, and building trust among all team members.
- Establishing clear communication- There should be a communication process in place so that everyone involved is communicated to at the same time.
- Encouraging collaboration- Encourage your team to share their ideas. A good way to start doing this is by asking for some help on something you're working on.
- Educating yourself-As a leader it is imperative to continuously educate and develop your skills and expertise to help you continue to grow as a leader. Some ways to find new information can be through books, blog posts, seminars and listening to podcasts.
- Having the right attitude- An inclusive leader needs to show up every day with an attitude that is positive and energetic. Also, inclusive leaders need to remain humble. If someone knows a better way of doing things, embrace it.
- Always welcoming feedback-To continue to grow and develop yourself and your team it is necessary to request and welcome feedback from others.

Learning more about LGBTQIA+ Employees

Employees feel included when both their direct, day-to-day experience and their perceptions of organization-wide support are positive.



Source: McKinsey analysis

For additional resources:

- Click [here](#) to learn more about LGBTQIA+ inclusion in the workplace.
- Click [here](#) to learn how the LGBTQIA+ community fares in the workplace.

Do's and Don'ts for creating a DEI plan

Do

- Develop a DEI plan for your organization
- Brainstorm and ask team members for ideas
- Seek opportunities to partner with affinity groups
- Consider creating an Employee Resource Group

Don't

- Try to take on too much
- Get overwhelmed
- Think you need all the answers
- Be afraid to add your voice

If you are interested in doing a self assessment of your organization [click here](#).

Tips for Developing a DEI Statement

- **Reflect on Your Values:** Start by considering the core values and principles that underpin your organization's commitment to DEI. Think about why diversity, equity, and inclusion are important to your organization and how they align with your mission and vision.
- **Be Authentic:** Your DEI statement should reflect the genuine commitment of your organization. Avoid using generic or empty statements. Instead, express your organization's unique perspective, goals, and aspirations in relation to diversity, equity, and inclusion.
- **Define Diversity, Equity, and Inclusion:** Provide clear definitions of diversity, equity, and inclusion within the context of your organization. This ensures that readers have a shared understanding of these terms and their significance in your organization.
- **Express Commitment:** Clearly state your organization's commitment to fostering diversity, promoting equity, and creating an inclusive environment. Use strong and action-oriented language to demonstrate your dedication to ongoing improvement in these areas.
- **Know Your Why:** Explain why diversity, equity, and inclusion are important to your organization. Discuss how they contribute to innovation, employee well-being, organizational success, and social responsibility. Connect DEI to your overall mission and values.

Tips for Developing a DEI Statement

- **Outline Goals and Strategies:** Share specific goals and strategies that your organization has set to advance diversity, equity, and inclusion. This demonstrates a proactive approach and shows that you have a plan for achieving your objectives.
- **Emphasize Collaboration:** Highlight the importance of collaboration and collective responsibility in achieving DEI goals. Emphasize the role of all employees, leaders, and stakeholders in creating an inclusive culture.
- **Accountability:** Communicate your organization's commitment to accountability and transparency. Address how you will measure progress, track outcomes, and hold yourselves accountable for creating a diverse, equitable, and inclusive workplace.
- **Provide Resources and Support:** Mention the resources, training, and support systems you have in place to foster diversity, equity, and inclusion. This shows that your commitment goes beyond mere words and is backed by tangible actions.
- **Review and Revise:** After drafting your DEI statement, review it for clarity, consistency, and alignment with your organization's values. Seek feedback from employees, stakeholders, and DEI experts to ensure it effectively captures your organization's commitment to DEI.

Remember, a DEI statement is a living document that should evolve with your organization's understanding and progress in the area of diversity, equity, and inclusion. Regularly review and update your statement to reflect ongoing efforts and advancements.

Top Company DEI Statements

- Amazon-[Diversity, Equity, and Inclusion at Amazon](#)
- Apple-[Diversity, Equity, and Inclusion at Apple](#)
- Chemtrade Logistics- [Diversity, Equity, and Inclusion at Chemtrade](#)
- CVS Health-[Diversity, Equity and Inclusion at CVS](#)
- Ford Motors-[Diversity, Equity & Inclusion at Ford](#)
- Pepsico- [Diversity, Equity & Inclusion at Pepsico](#)
- Target-[Diversity, Equity & Inclusion at Target](#)
- Walt Disney-[Diversity & Inclusion at Disney](#)

Recruitment and Hiring

- Begin by outlining your company's commitment to recruiting and hiring a diverse workforce. It should describe how the company will seek out and consider candidates from underrepresented groups, and how the hiring process will be inclusive.
- So, how can you diversify your recruitment efforts?
 - Evaluate your current hiring practices: assess where they may be falling short in attracting and hiring a diverse workforce.
 - Expand your networks: both professional and community-based, to expand your pool of candidates.
 - Focus on job requirements: Review requirements and qualifications for each position, and consider if any of them may be creating unintentional barriers to entry.
 - Eliminate bias: Eliminate language that may be biased, such as masculine pronouns, and make sure that the requirements of the position do not include any unnecessary qualifications.
 - Diversify your recruitment channels: Use a variety of recruitment channels, including diversity job boards, social media, and word-of-mouth to reach a wider audience

Click [Here](#) to view some example interview questions that promote diversity.

Gender Bias and Job Descriptions

- Your job description can be a crucial aspect to creating your company's candidate pool. Many common words used in job descriptions have male or female associations. These could be repelling or attracting candidates based on their gender. You may lose qualified candidates because they are turned off by the language that you use.

Removing Gender Bias in Job Descriptions

- Use gender neutral titles in job descriptions.
- Check use of pronouns and replace with “you” instead of s/he.
- Avoid use of gender-charged words. Click [here](#) for access to a gender decoder to find subtle bias in job ads.
- Avoid using superlatives.
- Limit the number of requirements. Change your “must haves” to “nice to have”.
- Reconsider your education requirements.
- Express your commitment to equality and diversity. List your DEI values and commitments and DEI specific logos in your job description.
- Promote volunteer and employee activities.
- State your family-friendly benefits.

Interview Process

- When preparing for an interview with a candidate it is important to review your company's practices to prepare for questions about inclusiveness.
- Questions a candidate may ask during an interview:
 - Do you have Employee Resource Groups?
 - Are there internal conversations about DEI?
 - Do you offer inclusive benefits?
 - Is there a standard way performance is measured?
 - Are there mechanisms in place to collect and act on employee feedback?
 - Do you partner with any organizations to offer inclusive resources to employees outside of the office?

Interview Process Cont...

- It is important that you make your candidate feel welcomed during your interview. Remember to be mindful and avoid using biased language.
- When responding to a candidates question, be sure to provide specific examples and highlight on ways your company promotes inclusiveness.
- Refer back to the questions on the previous page. If you were not able to provide a mock answer, it is imperative that you start to work on implementing inclusion and safety to your company.

What are Employee Resource Groups?

Employee Resource Groups (ERG) are voluntary, employee-led groups whose aim is to foster a diverse, inclusive workplace aligned with the organizations they serve. The groups exist to provide support and help in personal or career development and to create a safe space where employees can bring their whole selves to work.

- The goal of an ERG is to:
 - Improve work conditions for alienated workers
 - Making the physical work environment better for everyone. For example, creating gender-neutral restrooms and improving physical or visual accessibility for employees.
 - Bringing employees together in a safe place where conversations can flow freely and everyone can feel comfortable sharing their experience.
 - Develop ERG leaders to help identify emerging talent that might otherwise go overlooked due to unconscious bias.
 - Tackling company-wide challenges by addressing a specific topic or issue can help keep leaders in the know about issues or wins that are top of mind for the group members.
 - Lowering the chance of suppressed frustrations.

Inclusive Benefits

10 Inclusive employee benefits to create a more supportive workplace

- Floating holidays and unlimited PTO
- Leave for all parents
- Flexible scheduling
- Family building benefits
- Domestic partner benefits
- Gender-affirming benefits
- Caregiving benefits
- Wellness benefits
- Diverse healthcare providers
- Tuition assistance and financial education



Development for Inclusivity

- DEI should be present in all learning content and experiences. Whether it is training and development for the individuals or the entire organization, learning and development should carefully review all existing and future material through a DEI lens.
- Click [here](#) to take a short quiz on how to highlight actions that strengthen inclusive learning initiatives.

On-Boarding

- Onboarding is a crucial step in creating a more diverse, welcoming, and productive work environment. It is imperative that you integrate equity and inclusion in your onboarding processes.
- Some onboarding best practices are:
 - Preparing your team- Provide open communication with your current team about your new hire.
 - Being proactive- Communicate schedules and expectations ahead of time. Provide them with helpful information before their first day to set them up for success.
 - Adding a personal touch- Remember to add a personal touch to your new hire. Find ways to make standard onboarding processes more open, warm and less structured.
 - Highlighting your commitment to DEI-Emphasize your company's commitment to DEI throughout the onboarding process. Talk about what it means to you, what your organization is currently doing to further its DEI goals, and what you hope to accomplish in the future.
 - Maintaining open communication- Check in periodically with your new hire and schedule weekly calls to see how they are settling in and managing their new responsibilities. This can help alleviate any anxieties they may be facing.
 - Welcoming feedback- Remind your new hire of your open communication and welcome feedback on their thoughts of your onboarding process. Remember to learn from it and implement their thoughts into your strategy moving forward.

DEI Knowledge

- [Test your DEI Knowledge](#) by taking this quiz to assess your understanding of DEI in the modern workplace.
- Employers can support LGBTQIA+ employees by:
 - Hosting equity audits
 - Having your C-Suite Leaders express their allyship
 - Using inclusive language when communicating
 - Creating a robust employee resource group
 - Creating an inclusive benefits package
 - Recruiting and promoting LGBTQIA+ talent
 - Educating your company by LGBTQIA+ employees sharing their knowledge
- Watch this [Janet Stovall: TED Talk](#) to learn more about diversity and inclusion in the workplace.

Maintaining DEI and Applying Knowledge

Now that you have learned more about DEI Initiatives its time to learn how you can apply your knowledge to your workplace.

- Get involved in community events or volunteer for causes that represent and value diversity.
- Maintain your DEI initiatives by creating your own toolkit that employees can have access to.

Conclusion

Thank-you for taking the time to review the Equality Careers DEI toolkit. We hope you found this information helpful in learning more about DEI and how you can continue to make your workplace more inclusive.

If you have any feedback please feel free to e-mail us at contact-us@equalitycareers.com