



Preparing Your
Company for Daily
Diversity



Shifting The Culture



What does DEI translate to us?

- Diversity, Equity, Inclusion, Belonging (The Art of Starting Small...)
- Building relationships that directly lead to trust
- DEI needs to be handled like a business concern that will result in negative finances
- What actions have been taken?
 - Posted Black squares with empty promises
 - Companies spent over 1 billion dollars on DEI in 2020, but nothing happened. Trainings have returned to 30 minute LMS sessions.
 - Businesses had to change their models in the pandemic
 - Hiring unqualified DEI trainers



Workplace Culture

Recognizing and Changing Behaviors

- Change begins with fresh company culture
 - Start with the mission statement
 - Revise your company values/inclusion statements
 - Evaluate your current staff
 - Lets talk bias, Language in the workplace
 - Hiring practices
 - Data Check Ins to calculate proceseses



Mission/ Values



WHAT IS YOUR MISSION STATEMENT/VALUES?

Mission Examples:

Cabernet Cellars is named after a creek that runs through the heart of the town we call home. Located in the thriving Uptown Village district of Oregon, the winery began as an idea in a garage more than sixty years ago. Today, the garage is a little bigger, but the detailed, hands-on approach remains. Every wine from Cabernet Cellars is made from hand-picked grapes. Every barrel is crafted from hand-selected oak. Every bottle is hand-filled, hand-corked and hand-labeled. Yes, we know there are easier and faster ways to make wine. But when you love wine as much as we do, we feel it deserves extra attention. We hope you agree.

New Mission:

Since 1971, we have obsessively pursued benchmark wines that celebrate the unique bounty of our estate vineyards -- home to some of Oregon's most diverse soil types, elevations, and exposures. As a founding winery of the Willamette Valley and Chehalem Mountains' first winery, Adelsheim has played an instrumental role in nearly every aspect of the Oregon wine story. As leaders, we believe it is our duty to be steadfast stewards of this abundant land and to rally our community in support of equity and education. Adelsheim is a LIVE-certified sustainable winery and a seven-time Wine & Spirits Top 100 Winery. We invite you to visit us to experience for yourself the wild, magic bounty of Oregon and the Chehalem Mountains.





Company Culture

CONSIDER INCLUSION STATEMENT:

At Google, we don't just accept difference—we celebrate it, we support it, and we thrive on it for the benefit of our employees, our products and our community. Google is proud to be an equal-opportunity workplace and is an affirmative action employer. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status. We also consider qualified applicants regardless of criminal histories, consistent with legal requirements. See also Google's EEO Policy and EEO is the Law. If you have a disability or special need that requires accommodation, please let us know by completing this form.



Company Culture

INCLUSION STATEMENTS:

- Google's mission is to organize the world's information and make it universally accessible and useful. When we say we want to build for everyone, we mean everyone. To do that well, we need a workforce that's more representative of the users we serve.
- Google is committed to creating a diverse and inclusive workforce. Our employees thrive when we get this right. We aim to create a workplace that celebrates the diversity of our employees, customers, and users. We endeavor to build products that work for everyone by including perspectives from backgrounds that vary by race, ethnicity, social background, religion, gender, age, disability, sexual orientation, veteran status, and national origin.
- Read our 2019 Diversity Annual Report to hear from Danielle Brown, Vice President of Employee Engagement, and Melonie Parker, Global Director of Diversity, Equity, & Inclusion, on how we plan to deliver our strategy.



Current Staff



WHAT DOES YOUR CURRENT EMPLOYEES THINK OF THE WORK ENVIRONMENT?

Great leadership is recognizing the diversity gaps and changing how you move in your workspace.

- Create an outlet for one on one feedback, whether in person or digital. You need to assess your current team's view of the workplace.
- Gain conflict management and mediation skills for ALL managers. This will present tools to resolve differences amongst employees on your team.
- Incorporate daily exercises in pre-shift meetings to develop empathy and understanding of others.
- Training teams to understand bias
- Coaching around cultural differences. Ensuring workplace rules are observant of your team's cultures

Employees that feel seen are more productive. Educated employees become better business ambassadors, creating healthy environments for all people.





Who said I was being bias? Lets get comfortable with being uncomfortable



5 BIAS PATTERNS:

1. Start with addressing bias. Closing Starbucks for 4 hours to cure bias is ineffective.

Nothing you do once can fix

2. Prove it again-looking at privilege and class system

3. Tightrope- killing the labeling of the angry black woman the sensitive Asian

4. Tug of war- the fight created within the group for that one diversity spot based on past history

5. Maternal wall- a mother returning to work is perceived as weak

6. Racial stereotypes - Asians are technical but not leaders.

(Credit Joan C Williams)

6. Looking Thru the lense - (Evaluate how your team really looks)



As a Leader....



Think on it...

How might my race, gender, socio-economic status
impact;

The way I make hiring decisions

The way I speak to people differently

The way I delegate tasks around the workplace

The way my business handles celebrations, social events



How to hire effectively, and with purpose!



Hiring

- Reviewing applications (verbiage about lawyers, NDA, ETC) Identifying blocks-what information do you have around background checks? Think of the necessity of you asking this information rather than creating more boxes to check.
- Include a diversity and inclusion clause in the application, create some comfort around your commitment.
- Hiring (Who is in the resume pool? How are you reviewing resumes? How do you select callbacks?) Utilizing emails to communicate not pursuing candidates



How to hire effectively, and with purpose!



- Stop asking for previous salaries. Allow folks to talk about compensation packages amongst the team. They're doing it anyway.
 - Closing the pay gap. Pay inequities. Review this data and ensure your asking for all data. Small population info must be included. Build transparent policies to get this info consistently, close pay gaps within 18 months even if you sacrifice funds from other areas.
 - Where are you hiring from? HBCU, organizations in BIPOC communities, BIPOC mainstream events, etc
 - Performance evals, Career growth maps (ALL about retention)
- Stop talent hoarding keeping people in the jobs they do good for you. This is when you lose your team.
- View the landscape, does leadership look like your customer base? Are you comfortable with that?



DATA REVIEW



Formulate surveys in languages spoken by your team on a quarterly basis. They need to feel like there is an environment of open communication. Review this data with leadership, and circulate it amongst the entire team. Track your wins and areas for improvement.



Time for a shift, how we need to do the work DAILY!

-STOP USING YOUR BIPOC EMPLOYEES AS POSTER CHILDREN. IF SOMEONE DECLINES TO BE IN YOUR PRESS ROLL OUT THEY SHOULD BE ALLOWED TOO WITH REPERCUSSIONS.

-NOT JUST A SEAT AT THE TABLE BUT A REAL VOICE AT THE TABLE, ONE THAT CAN'T BE MUTED. EDUCATE YOURSELVES, YOU'RE AWARE SO DO THE WORK

-REVIEW DATA, ENTRY/EXIT INTERVIEWS, SURVEYS, EMPLOYEE ENGAGEMENT USE THAT AS BASELINE TO CHANGE YOUR PRACTICES

-MATCH YOUR STATEMENTS TO YOUR VALUES AND YOUR ACTIONS. YOU'LL SEE WHERE THINGS AREN'T ADDING UP.

TO IMPROVE:

- LEVERAGE YOUR RESOURCES. WHATEVER YOUR DOING IN DEI GO BIGGER
 - BEYOND MARKETING, WHAT ISSUES CAN YOU SUPPORT?
- UPDATE YOUR TEAM THROUGH NEWSLETTERS AND TOWN HALLS. KEEP THE DOOR OPEN FOR OTHERS TO JOIN IN ON THE EFFORT. BE SURE TO CONSISTENTLY REPORT OUT INFORMATION.

THIS SHOWS AUTHENTICITY





Don't BE Performative, be Powerful

Starting small to break systemic cultures means taking apart layers of each department. Point out every way you have isolated anyone, and put a new rule in place to eliminate any discriminatory practice. Set minimal times to execute, follow up, and report out to the business. Culture shifts come from the top, data collection builds measurable change.

**THANKS FOR HAVING ME!
CHECK OUT
WWW.THEROOTSFUND.ORG**

