

# Diversity Best Practices

*10 Compelling Ways To Move Your Organization Forward*

*A Special Webinar Presented By*

**Carole Copeland Thomas, MBA, CDMP, CITM**











# The Sizzle • The Sauce

- ✦ **Diversity Is A Mature Topic**
- ✦ **Term Can Be Polarizing & Political**
- ✦ **Diversity/Multiculturalism/Inclusion**
- ✦ **Smart Budgeting For Real Success**
- ✦ **Avoiding D&I Fatigue**
- ✦ **Confronting D&I Backlash**





# The Benefits of D&I

- ✦ **Reinvent To Refresh The Interest**
- ✦ **Both/And Strategy**
- ✦ **Change The Terms! Flexibility!!**
- ✦ **Avoid Unrealistic Expectations \$\$\$**
- ✦ **Tie-In Global w/Local w/Personal**
- ✦ **Anticipate A Wide Spectrum of Opinions...Hit Them Head On**
- ✦ **Time...Time...It Takes Time**
- ✦ **D&I Is An INVESTMENT**





10 Ways To Bring On  
That Sizzle That  
**WORKS!**



# 1. Diversity Statement

- ✦ **Good for Aligning D&I Values**
- ✦ **Personal/Departmental/Company**
- ✦ **Takes Time To Create**
- ✦ **Stretches You: Makes You Grow**





# 2. Food The Great Equalizer

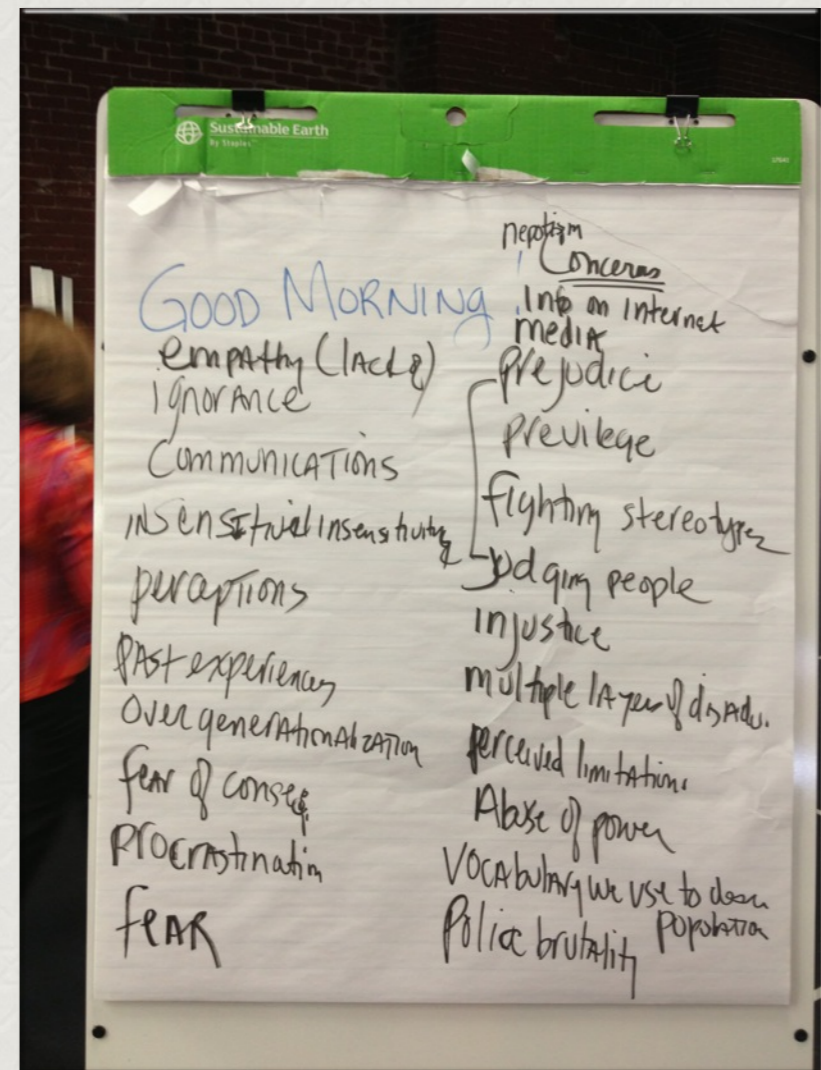
- ✦ **Cultural Foods...In Your Cafeteria**
- ✦ **Brown Bag Lunches • Interactive**
- ✦ **Understanding Other Cultures...  
(Indian Weddings, Hanukkah,  
Ramadan, Jehovah's Witness  
Seventh Day Adventist)**
- ✦ **Ramadan**
- ✦ **Rosh Hashannah**
- ✦ **Yom Kippur - Day of Atonement**
- ✦ **Hanukkah**





# 3. Deeper Dive Training

- ✦ Regular Infusion of Diversity Training
- ✦ Brown Bag Lunches • Interactive
- ✦ Part Of Your Staff Training
- ✦ Don't Rely Solely On Online Training
- ✦ Once is NOT Enough
- ✦ Bring in Outside Expertise
- ✦ Do NOT Make It Punitive





# 4. Use US Postage Stamps

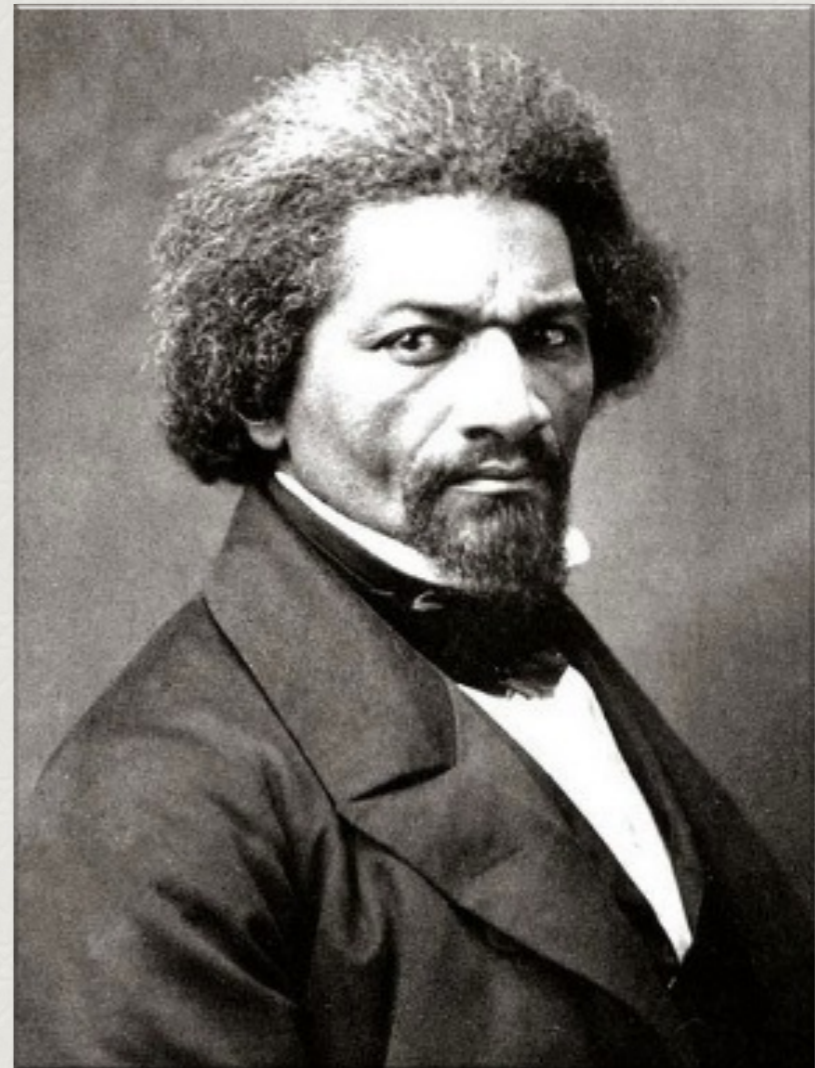
- ✦ **Makes A Statement That You Care**
- ✦ **A Subtle Way To Act On Diversity**
- ✦ **Company Example: Invitation, Postcards, Special Letters**
- ✦ **Incorporate A Special Lesson With Each Stamp At Your Next Staff Meeting**





# 5. Cover Historical Figures

- ✦ **Company Trivial Fact Matched By Diversity Fact**
- ✦ **Look For Important Leaders In Your Company or Industry**
- ✦ **Pull In Your Employees To Share Their Suggestions**
- ✦ **Carole's YOUTube Page: Frederick Douglass & Dr. Carter G. Woodson**
- ✦ **Asian, Hispanic, White, Black, Indian**





# 6. Diversity Calendar

- ✦ **Create as a Team**
- ✦ **Include ALL Employees and holidays german to their culture**
- ✦ **Such as Diwali Festival of lights in India**
- ✦ **Print and/or Online Version**
- ✦ **Create special calendars as client gifts**





# 7. Storytelling

- ✦ **The Power Of Storytelling**
- ✦ **Use storytelling to teach diversity lessons**
- ✦ **Share the stories of others**
- ✦ **Share your family stories**
- ✦ **If speaking, make sure your story relates to the point(s) of your message**





# 8. Go To Their Neighborhood

- ✦ **Comfort Zone Challenge**
- ✦ **Experience the neighborhoods and homes of your diverse employees, clients, students, colleagues**
- ✦ **Some neighborhoods have historical significance**
- ✦ **Research/read up on the neighborhoods that you visit**
- ✦ **Provide the “space” for discussion back on the job**





# 9. TRAVEL

- ✦ **Less Than 30% of Americans Own a Passport**
- ✦ **The absolute BEST way to understand diversity and multiculturalism**
- ✦ **Put key locations on your bucket list. For me it was India**
- ✦ **WRITE DOWN the places you want to visit**
- ✦ **Put a map on your wall for a visual incentive**





# 10. Create A Town Hall

- ◆ **The May Institute - November 15, 2016**
- ◆ **Nonparisan - All Employees Can Attend**
- ◆ **Don't Shy Away From Tough Political Subjects**
- ◆ **Be Inclusive - Every Voice Is Welcomed**
- ◆ **Will Be Reassuring...Especially For Green Card, H1B, Immigrant Employees**





# Bonus

- ✦ **Social Media the most VIABLE way to community your D&I message to the world**
- ✦ **Watch Your Words Online....They Live On Forever**
- ✦ **Establish relationships with people all over the world via Facebook, Twitter, LinkedIn, Facebook, Instagram, etc...**
- ✦ **Don't overreach...select 2-4 social media platforms**





# Thank You!

- ✦ [www.carolecopelandthomas.com](http://www.carolecopelandthomas.com)
- ✦ 508 947-5755
- ✦ [carole@mssconnect.com](mailto:carole@mssconnect.com)
- ✦ Diversity, Inclusion, Multiculturalism
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# Q & A



**THANK YOU!**