

Knock Your Socks Off Diversity

25 Ways To Bring D&I Sizzle To ANY Organization

Carole Copeland Thomas, MBA, CDMP

The Sizzle • The Sauce

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



The Benefits of D&I

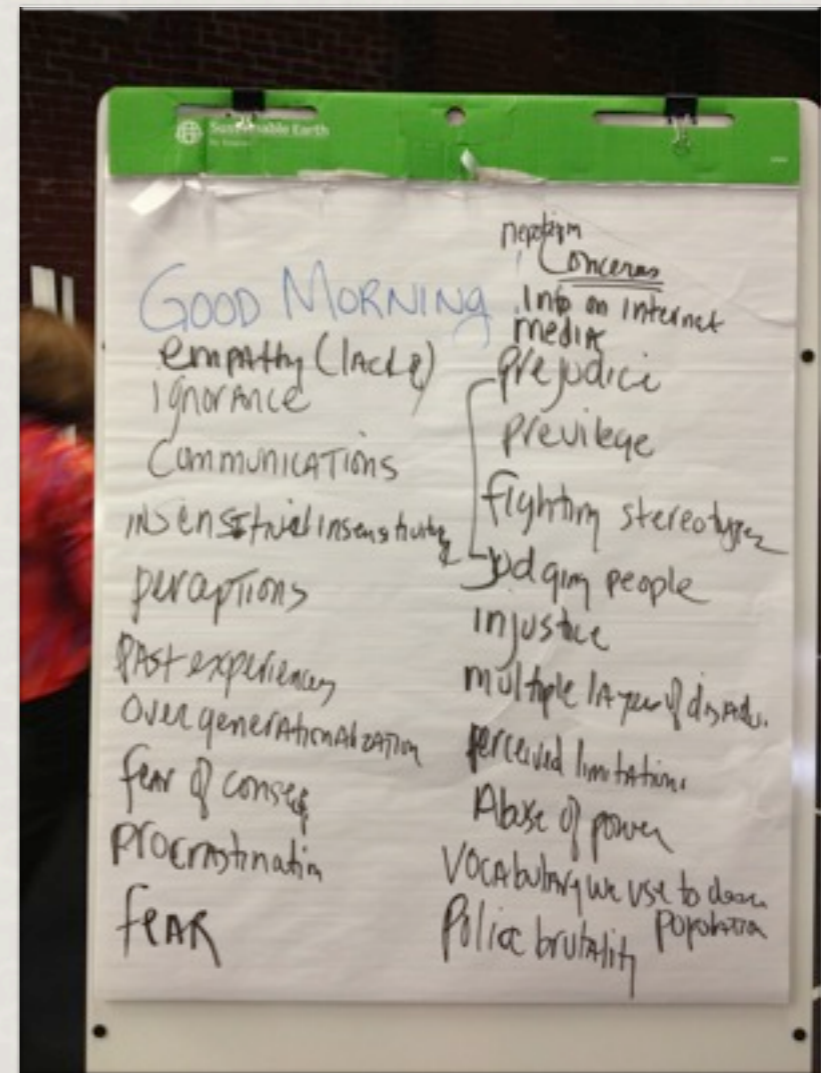
- ✦ **Reinvent To Refresh The Interest**
- ✦ **Both/And Strategy**
- ✦ **Change The Terms! Flexibility!!**
- ✦ **Avoid Unrealistic Expectations \$\$\$**
- ✦ **Tie-In Global w/Local w/Personal**
- ✦ **Anticipate A Wide Spectrum of Opinions...Hit Them Head On**
- ✦ **Time...Time...It Takes Time**



*25 Ways To Bring On
That Sizzle*
W O R K

1. Deeper Dive Training

- ☀ Regular Infusion of Diversity Training
- ☀ Brown Bag Lunches • Interactive
- ☀ Part Of Your Staff Training
- ☀ Once is NOT Enough
- ☀ Bring in Outside Expertise
- ☀ Do NOT Make It Punitive



2. Socializing At Work

- ✦ **Over Food...The Cafeteria**
- ✦ **Brown Bag Lunches • Interactive**
- ✦ **Understanding Other Cultures...
(Indian Weddings, Hanukkah,
Ramadan, Jehovah's Witness
Seventh Day Adventist)**
- ✦ **Rosh Hashannah Sept 24-26**
- ✦ **Yom Kippur - Day of Atonement
Friday Evening Oct 3-4**



3. Vision Statement

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



4. Knowledge Transfer

- ✦ **Missing From Most Corporate Strategic Planning Procedures**
- ✦ **Don't Allow Retiring Leaders To Leave without Capturing Data**
- ✦ **Transfer Between Generations**
- ✦ **Employee Recognition Events**



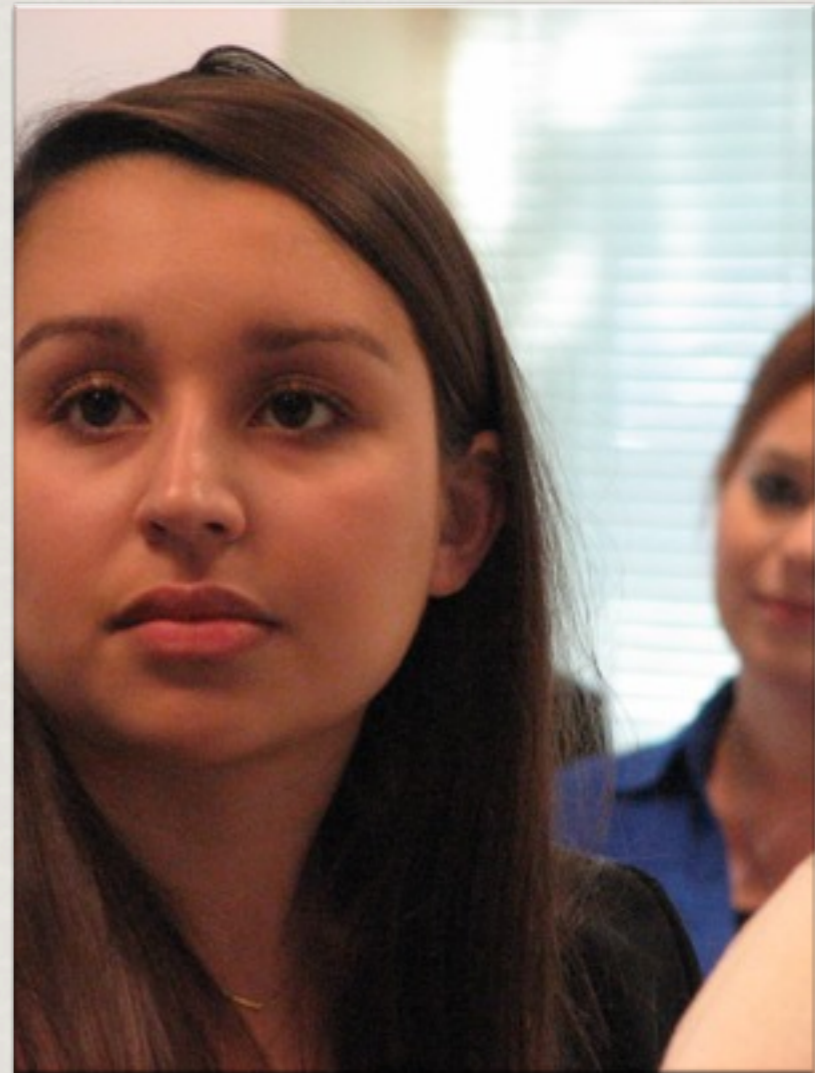
5. ERGs: Start or Expand

- ✦ **Employee Resource Groups**
- ✦ **Start 1-2 as a Pilot**
- ✦ **Fully Explain To Managers/Sups**
- ✦ **Check with other Companies to compare Information**
- ✦ **Expand over time**
- ✦ **Provide Leadership Training For ERG Chairs**



6. Know Thy Employee

- ✦ **Country of Birth**
- ✦ **Region of Country Where Grew Up**
- ✦ **Work Styles & Strengths/
Weaknesses**
- ✦ **Great information when matching
with mentees/interns**
- ✦ **Provide space/events/activities for
employees to get to know one
another**



7. Diversity Calendar

- ✦ **Create as a Team**
- ✦ **Include ALL Employees and holidays german to their culture**
- ✦ **Such as Diwali (October 23) Festival of lights in India**
- ✦ **Print and/or Online Version**
- ✦ **Create special calendars as client gifts**



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. Collaborate Collaborate

- ✦ **Find Like Organizations who share a value in Diversity & Inclusion**
- ✦ **Discuss ways to partner together on events, projects, “town halls”**
- ✦ **Think outside of New Hampshire if competitive issues may challenge you**
- ✦ **Don’t forget school or community group partnerships**



10. Leadership Training

- ✦ **Critical for the longterm sustainability of D&I**
- ✦ **Look for leadership traits in all staff**
- ✦ **Give the “unbeliever” a special D&I project to complete**
- ✦ **Show recognition to all who provide leadership within D&I**



*25 Ways To Bring On
That Sizzle*
PERSONAL & FAMILY

11. Volunteer

- ✦ **Find a culturally diversity local/ state/national organization**
- ✦ **Become a member (like NAACP or LULAC)**
- ✦ **You don't have to be a part of that ethnicity to join**
- ✦ **Attend their local/state/national conventions/conferences**



12. TRAVEL

- ✦ **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**



13. Branding Diversity

- ✦ **Fully Assess your connection with D&I**
- ✦ **Find ways to “broadcast” your committment to D&I**
- ✦ **Find ways to interject your D&I perspective when inappropriate jokes are shared at the dinner table**
- ✦ **Practice D&I Transparency**
- ✦ **Help others to find their D&I Brand**



14. Family Gatherings

- ✦ **Family Reunions**
- ✦ **Weddings**
- ✦ **Funerals!!**
- ✦ **Record your eldest relative**
- ✦ **Have regular discussions with your own family**
- ✦ **Use personal experiences at “teachable moments”**



15. 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**



16. Accountability Partner

- ✦ **Accountabilty Partner vs Mentor**
- ✦ **Establish a regular time to meet**
- ✦ **Face to Face or By Phone Or Online**
- ✦ **Select someone on your own level**
- ✦ **Disregard their ethnicity**
- ✦ **Treat it like a business arrangement**
- ✦ **Celebrate your success together**



17. Techo Savvy

- ✦ **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**



18. Regularly Unlearn...

- ✦ **Regularly Unlearn/Repackage and Reinvent Yourself**
- ✦ **Get rid of old habits that inhibit your growth and D&I development**
- ✦ **Conduct personal inventory every 18 months**
- ✦ **Reach out to different generations to assess your value to others**
- ✦ **Social Media, Books, Talk Shows, Movies, Magazines, Commentaries**



19. Cultural Field Trip

- ✦ **Related to #8**
- ✦ **Wedding, Church, Family Reunion, Gay Bar, Community Program...**
- ✦ **Any ethnic event that is DIFFERENT from your ethnicity/diverse group**
- ✦ **It's ok to take a friend**
- ✦ **Do any homework beforehand**
- ✦ **Blog about your experience...or share with others**



20. Religion

- ✦ **The Third Rail**
- ✦ **Can be an extension of one's identity...or not**
- ✦ **Read, Research, Understand**
- ✦ **Consult faith based leaders to learn about different groups**
- ✦ **Learn through YouTube videos**



*25 Ways To Bring On
That Sizzle*
THE WORLD AT LARGE

21. Personal Outreach

- ✦ **Commit to recruiting 1-2 members for DWC**
- ✦ **Let your voice be heard in discussion groups, surveys, etc**
- ✦ **Start your own group/organization**



22. 2-3 Newspapers

- ✦ **Read 2-3 Newspapers a week either online or in print**
- ✦ **Read International Newspapers**
- ✦ **Become a journalist and CHECK YOUR SOURCES before speaking out on issues or judging others**
- ✦ **Everything online is NOT true...verify...verify...verify**
- ✦ **Visit your local library....it's FREE**



23. Webinars, Etc...

- ✦ **Participate in online Webinars, Conference Calls, Tweetups/ Meetups**
- ✦ **www.whitehouse.gov...President Obama's Conference Calls**
- ✦ **United Nations other Worldwide organizations...events/activities/ conferences**
- ✦ **Start One Yourself**



24. Visit The UN

- ✦ **Free to enter and many activities are accessible**
- ✦ **Ongoing renovations**
- ✦ **Tour small cost**
- ✦ **Microcosm of the World**
- ✦ **Great way to begin your world experience**



25. Hold Leaders Accountable

- ✦ **Elected Officials**
- ✦ **Appointed Officials**
- ✦ **Community Leaders**
- ✦ **Business Leaders**
- ✦ **Faith Based Leaders**
- ✦ **Educators**
- ✦ **Entertainers**
- ✦ **Sports Celebrities**



*25 Ways To Bring On
That Sizzle*
BONUS! # 26

26. Learn How To Journal

- ✿ **Keep a Personal Journal**
- ✿ **Don't Worry About The Format...Narrative, Pictures, Bullet Points**
- ✿ **Your Official Record of Your Existence**
- ✿ **Great place to work through diversity challenges**
- ✿ **See the patterns in your life**

