PR&LA Webinar Wednesday
“Managing Diversity and Inclusion”
Greg DeShields
PHL Diversity Executive Director
Philadelphia Convention and Visitors Bureau
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Managing Diversity and Inclusion

Overview

• Defining Diversity & Inclusion
• Fundamental Diversity and Inclusion Strategies
• Cultural Awareness
• Unconscious Bias
• Implicit Bias
• Conclusion
DEFINING DIVERSITY AND INCLUSION
Managing Diversity and Inclusion

Defining Diversity and Inclusion

**Diversity**
All the ways we differ

**Inclusion**
Enhancement of an existing idea, embracing and embedding additional points of view

DIVERSITY IS ABOUT **QUANTITY**
INCLUSION IS ABOUT **QUALITY**
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Defining Diversity and Inclusion

Foster an inclusive work culture where uniqueness of beliefs, backgrounds, talents, and capabilities are welcomed and leveraged for learning and influencing better business decisions.

Make the environment an inclusive atmosphere in which all people feel valued, respected and have access to the same opportunities.
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Fundamental Diversity and Inclusion Strategies

**Define & Describe**
- What does Diversity & Inclusion mean in your organization?
- Conduct an organizational assessment
- Create a Diversity & Inclusion Organizational Statement

**Strategy**
- Align top 3 strategic organizational objectives
- Develop a Diversity and Inclusion Strategic Plan

**Budget**
- Create both a revenue and expense perspectives

**Measurement**
- Determine meaningful results for the organization
- Link outcomes to a dashboard
- Develop a balanced scorecard
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Fundamental Diversity and Inclusion Strategies

**Communication**
Be the “Change Agent”, stand up for Diversity and Inclusion!

**Employee Resource Groups**
Voluntary, employee-led groups that serve as a resource for organizations by fostering a diverse, inclusive workplace aligned with organizational mission, values, goals, business practices and objectives

**External Support & Stakeholders**
- Colleges and Universities
- Industry Insiders
- Board Members
- Subject Matter Experts
CULTURAL AWARENESS
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Cultural Awareness

• Cultures of those around you will enhance communication, productivity and unity in the workplace.

• Acknowledging and respecting cultural diversity, can provide greater opportunity to attract and retain diverse customers, and increase customer satisfaction.

• Know the golden rule: treat others the way you want to be treated. Grow beyond the “one size fits all” mentality understand and respond appropriately to customers preferences.

• Make cross-cultural customer interactions:
  • Reinforce importance of recognizing customer cultural diversity
  • Know your customers and seek out culture-specific knowledge
  • Create a welcoming environment by having a diverse workforce
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Unconscious Bias

• Unintended, subtle and unconscious choices made by everyone

• Attitudes and stereotypes we develop based on characteristics such as race, age, ethnicity, religion or appearance.

Characteristics of Unconscious Bias:

• Pervasive and Robust
• Doesn't necessarily align with declared beliefs
• Typically hold biases that favor own in-group
• Have real-world effects on behavior
• Malleable and can be unlearned
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Implicit Bias

- **Attitudes or stereotypes** that affect our understanding, actions and decisions in an unconscious manner
- Encompass both **favorable and unfavorable assessments**, activated without awareness or control

**Characteristics of Implicit Bias:**

- Pervasive
- Distinct mental constructs
- Not necessarily align with our declared beliefs
- Favor our own in-group
- Implicit biases are malleable
To be a leader, we must go beyond simply accepting “Equal Opportunity” – we must value and embrace Diversity and Inclusion as a strategic competitive advantage.
THANK YOU!
greg@discoverphl.com