

Diversity, Equity, & Inclusion for Communicators

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Module 1: DEI & The Communicator's Role: Foundations of a DEI Communications Program

AGENDA

- Introductions: Add your name, organization and location in chat
- What DEI is really about
- The “Why of DEI” in communications

<break>

- Guest speakers: Aerial M. Ellis, Ed.D. & Joseph Dawson
 - a. The communicator's role: Your part in empowering DEI across the organization
 - b. How to work with HR and other departments—and when to take the lead
 - c. Advanced allyship and accompliceship for communicators
 - d. Dipping into inclusive language and visual representation

Learning Objectives

UNDERSTAND Why DEI matters in the workplace

LISTEN to our colleagues for ways we can apply insights in our organizations

LEARN DEI skills to apply to our daily work

PRACTICE and making it part of our PROCESS to get results

- Drive culture change
- Create a more inclusive workforce
- Take a leadership role
- Promote civility and respect
- Disrupt biases
- Amplify marginalized voices
- Launch closer partnerships with ERGs
- Draft a DEI communications plan

Social Agreements

What we're trying to do has never been done before. We're figuring it out together.

Permission to be imperfect. Offer each other grace.

Stay open. Learning is just on the other side of the discomfort.

We all agree to bear the discomfort of progress to create safe spaces.

Keep opting in even when it gets difficult.

Practice respectful speech.

Share & apply what you learn without breaking confidence of who shared.

DEI work happens at systemic, cultural, and individual levels



DI·VER·SI·TY

All the ways in which people differ.

EQ·UI·TY

Fair treatment, access, opportunity, and advancement for all people. One's identity cannot predict the outcome.

IN·CLU·SION

A variety of people have power, a voice, and decision-making authority.

Diversity, Equity, & Inclusion are not fluff. Not programs.

Welcome

A woman wearing a brown hijab and a dark blue long-sleeved shirt is seen from behind, looking towards the word 'Welcome'. The word is written in large, lowercase letters, where each letter is filled with a dense collage of small, diverse photographs of people from various backgrounds and ages.

This is about people.
Identity. Belonging.

Everyone wants to be
seen, heard & valued.

Poll



Diversity, Equity, Inclusion (DEI) efforts are mostly failing

Study: 14 countries

96-98% of companies 1,000+ employees
have DEI programs

Source: "Survey: What Diversity and Inclusion Policies Do Employees Actually Want?" - Harvard Business Review

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Diversity, Equity, Inclusion (DEI) efforts are mostly failing

Study: 14 countries

96-98% of companies 1,000+ employees
have DEI programs

And yet....

$\frac{3}{4}$ or 75% of underrepresented groups
do not feel any personal benefit

Chat: Why do you think that is?

START WITH WHY

Identifying the “why” for your team will help us define the “how.” Our why and how need to be tied to the organization’s mission, vision, values and influence our team goals.



Simon Sinek

Methodology to Define Our Why of DEI Communications

Thought starters:

- Cultivating a productive and engaging workplace culture
- A better experience for customers
- Research that shows that diverse teams lead to better outputs and increased productivity
- Make tons of money
- Make the world better

Intention

Intention has 3 components:

Alignment – ***what* has our attention**
(thoughts, words, deeds, feelings)

Motivation – ***why* we want what we want and *who* we think our organization will be at fulfillment**

Processes – ***how* we are going about manifesting what we want**

Source:
Deborah L.
Johnson

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Breakouts

Next week: DEI Lens on Communications

Unconscious bias, microaggressions, inclusive language +panel of experts

HOMEWORK

- Take the [Implicit Bias Test](#)
- Take the [Check Your Privilege Quiz](#)
- Take the [DEI IQ QuickTake](#)
- Come prepared to talk about what you learned from them