Diversity, Equity, & Inclusion (DEI) for Communicators: Session 3

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Learning Objectives

UNDERSTAND Why DEI matters in the workplace

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

LEARN DEI skills to apply to our daily work

PRACTICE and making it part of our PROCESSES 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, stay curious. 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.
Session 3: Activate and Assess: How to Create and Measure DEI Communications

AGENDA

● Hour 1:
  ○ Answer questions from last week’s session
  ○ Breakouts on last week’s homework (before & after comms samples)
  ○ Essential elements of a DEI Communications Plan
  ○ Drafting your DEI Communications plan (homework)

<Break>

● Hour 2:
  ○ “Measuring DEI” conversation with Joseph Dawson, Freddie Mac
    ■ DEI comms & KPIs: meaningful metrics
    ■ Turning data into insights and action
    ■ Integrating & partnering across the organization
  ○ DEI program spotlight: Vanessa Charles, Boston Scientific
Q&A
Breakouts

- Share your ‘before’ and ‘after’ sample comms.
- What did you apply from this course to make the ‘after’ more inclusive and/or representative?
- Where did you get stuck?
Essential Elements of a DEI Communications Plan

- Mission, vision, values, organizational goals
- DEI strategy, narrative & goals
- The usual (messaging, audience, channels, dates, owners, spokespeople)
- Role of DEI Comms & objectives
- DEI Lens on what is in our control
DEI Lens

We must build our skills to have a DEI lens on all of our work and interactions (policies, processes, practices, people).

A DEI lens is thinking & acting beyond ourselves and our own limited experiences, learning from others who are different from us and including everyone’s needs and experiences in the development of our work and the decisions we make.
"Language is very powerful. Language does not just describe reality. Language creates the reality it describes."

- Bishop Desmond Tutu
Inclusive Language & Visual Representation
Inclusive language is language that “acknowledges diversity, conveys respect to all people, is sensitive to differences, and promotes equal opportunities.”

Source: Guidelines for Inclusive Language, published by the Linguistic Society of America (LSA)
Inclusive Language Guide

Guiding Principles

In using inclusive language, it is helpful to keep these principles in mind:

- **People first.** Many general principles provided in this guide involve seeing the person as an individual first and becoming aware of diverse audiences.

- **Words matter.** Not only do terms and expressions allow people or groups to feel excluded, but they can also convey or embed stereotypes, expectations or limitations.

- **Language changes.** All language changes to reflect the values of society. As language changes, so do the norms that deem what is socially and grammatically acceptable.

- **Mindset matters.** It is important to keep a curious and empathetic mindset. Most language has evolved to reflect the values and norms of the mainstream or dominant culture, and if a person is a member of that culture, they have had the privilege to feel included the majority of the time. That is not the case for everyone.

- **Inclusive terms.** Try to make your language and your message as inclusive as possible. For example, when speaking to an audience, make sure your speech relates to all your listeners and uses gender-inclusive language.

- **Use of generalizations or stereotypes.** No matter your audience, be cautious about making sweeping statements about any social group. This includes making personal assumptions based on gender, culture, ancestry, age and other categories.

- **Use of prejudiced language.** Take time to educate yourself about what words, phrases, or perspectives may offend your listeners. One goal of an audience-centered, inclusive speaker is to be cautious about prejudiced language or remarks.

- **Self-reflection.** Bring self-awareness to the times when you use words and expressions in writing. Think about your intentions for using a phrase, whether it has any origins, and whether there is a more inclusive way to state what you are trying to say.
Visible representation includes:
Body types, body sizes, age, gender
expression, tattoos, beards, natural
hair, people with disabilities and more.
Storytelling
Belonging in storytelling

Human-centric, not company-centric
Empathetic & authentic, not heavily edited
Organic - documentary model, not key messages
True to ups and downs, not just the ups
Go beyond the culture moments
Include action so stories aren’t told in vain
My panic was setting in, and then I walked into the room of a 76-year old woman with rosy cheeks, kind eyes, and terminal colon cancer. I stood in front of her, frozen with fear, and she said, “Don’t look at me like that. I am not contagious. I am just dying.” Her name was Heidi. And this was the start of a wonderful friendship.
Belonging in storytelling

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True to ups and downs, not just the ups
Go beyond the culture moments
Include action so stories aren’t told in vain

Impact:
I see myself in that story.
You are acknowledging my life/community/experience.
You get me. I am seen, heard, and valued.
I am welcome here, wanted here, safe here.
I have permission/role models to be myself.
I’m glad I’m here.
Employee Groups
Cross-section of employees are key

Employee Resource Groups (ERGs)/Business Resource Groups (BRGs)/Belonging Groups/Affinity Groups; DEI councils, committees, and task forces

- Co-create Inclusive Language Guide
- Partners drive the content for cultural moments, we are their support
- Provide communications training
- Two-way equitable access to content calendar, storytelling
- Co-create guidelines for celebrations, crisis & consistency
People managers
Bias and microaggressions undermine inclusive efforts

57% of people quit because of their boss

64%
have experienced bias in their workplace within the last year

83%
characterized the bias as more subtle and covert

- Negative job satisfaction, diminished performance, absenteeism, lack of engagement
- Lack of psychological safety, exhausting, weighs heavily on psyche
- Scars relationships
- At risk of mental and physical health issues:
  - Depression, lower self-esteem
  - Anxiety
  - Alcohol or drug-related problems
  - Suicidal ideation

Deloitte State of Inclusion Report, 2019
Education, behavior, action, and accountability

Essential education from microaggressions to unconscious bias to psychological safety

Adobe For All In Action people manager guidelines: Leading For All Toolkit for creating inclusive practices within teams, guidance for building team inclusion given the COVID-19 pandemic and racial injustices, and advice for handling team discussions in a sensitive manner.

- Appreciate the Unique
  Value the differences in others’ stories and ideas.
- Amplify Others
  Help everyone’s voice be heard.
- Enhance the Team
  Consider what a new addition will bring that’s different.
- Rethink Routine
  Look to equalize meetings, assignments and social events.
- Open Up
  Speak up for what you need and encourage feedback.
If we want diversity, equity, and inclusion as a result, then diversity, equity, and inclusion must be part of the process.
Inclusive Design Principles for DEI Communications

Define DEI Communications.

Unearth inequities, dominance and exclusivity.

Learn from diversity.

Solve for one, benefit all. “Curb Cut Effect”

Modified from source: Korn Ferry, “The ‘Reference Man’ Rules: Why one size fits all leaves most of us out
Measurement
Measuring the moments that matter: DEI is in the details

1. Moments of **decision**
2. Moments of **inclusion**
3. Moments of **visibility**
4. Moments of **representation**
5. Moments of **engagement**
6. Moments of **belonging**
7. Moments of **giving**

DEI infused in values & organizational goals.

Tipsheet will be sent and posted on our post session site.
Targeted universalism (or equity 2.0)

A platform to put into practice social programs that move all groups toward a universal policy goal. It supports the needs of the most marginalized groups, as well as those who are more politically powerful, while reminding everyone that we are all part of the same social fabric.

- Set a universal goal
- Measure the overall population relative to the universal goal
- Measure population segments
- Understand structural & group-based factors
- Implement targeted strategies
Final session next week! Application & practice: How to take your plan, program and skills to the next level

Working with leaders, avoiding performative communication, social justice communications, budget and infrastructure. Special guest: Janet Stovall

HOMEWORK

- Complete DEI Communications Plan draft
- Be ready to share and learn from other plan samples
Break
Thank you!

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