

# Diversity, Equity, and Inclusion

Creating a more welcoming  
environment for people with  
less privileged identities

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# Agenda

1 What is DE&I?

3 Why it matters

2 DEI concepts

4 What we can do



# 01

# What is DEI

# DEI

A term used to describe policies and programs that **promote the representation and participation of different groups of individuals.**

## Includes people of different:

- *Ages*
- *Races and ethnicities*
- *Abilities and disabilities*
- *Genders*
- *Religions*
- *Cultures*
- *Sexual orientations*

# Diversity



# Inclusion

# Benefits of diversity and inclusion

Openness to diversity widens access to **best talent**.

Inclusion allows **engagement** of talent effectively.

Together leads to **enhanced** innovation, creativity, productivity, reputation, engagement, and results.

**35% higher likelihood of out performing**

companies with racially and ethnically diverse leadership and executive teams versus those with little or no diversity.

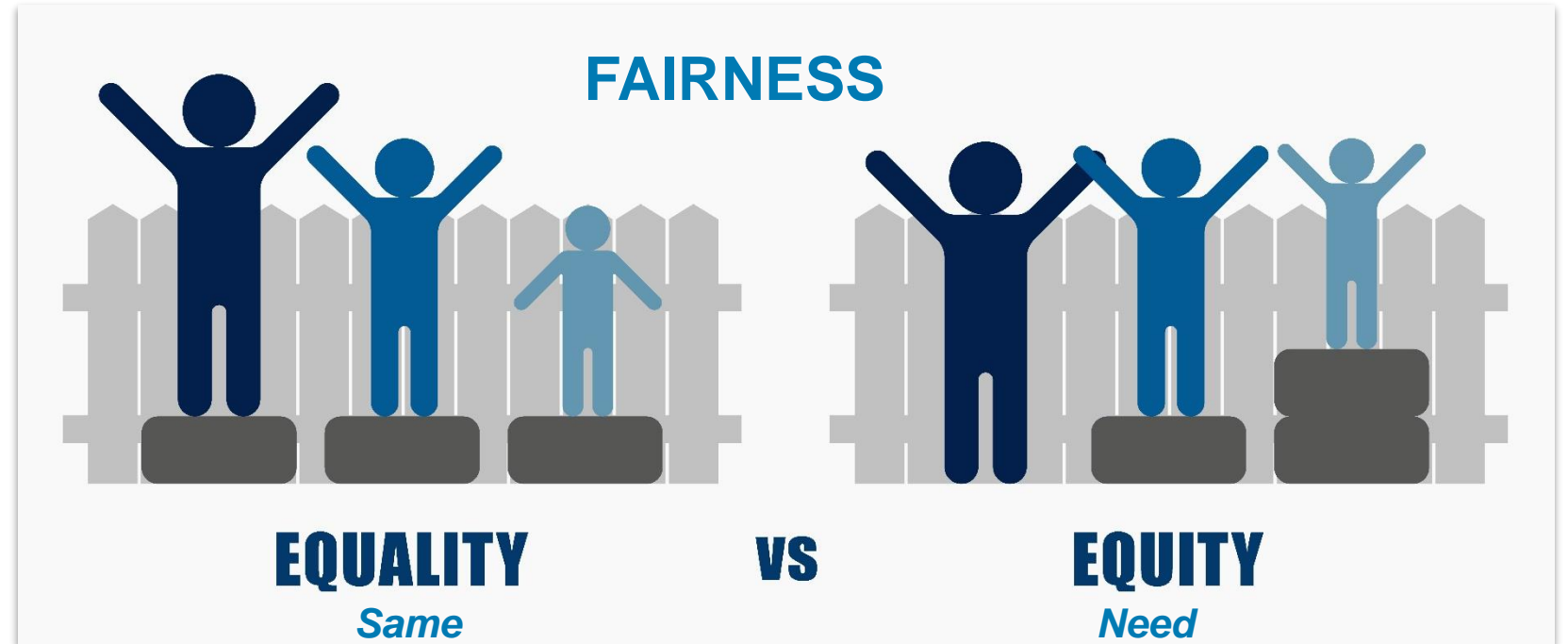
**15-21% better performance**

gender diverse companies than those with little or no gender diversity.

**EQUAL**  **FAIR**

# Difference between **equality** and **equity**

Although both promote fairness, **equality** achieves this through treating everyone the same regardless of need, while **equity** achieves this through treating people differently dependent on need.







# 02

# DEI concepts

# Bias

The attitudes or stereotypes that affect our understanding, actions, perceptions, and decisions.

Conscious or unconscious judgment made on information learned from experiences or learnings taught by others.

<b>Explicit</b>	<b>Implicit</b>
Expressed directly	Expressed indirectly
Aware of bias	Unaware of bias
Consciously	Unconsciously

# Implicit bias concepts

Attitudes or stereotypes that unconsciously affect our actions, decisions, and understanding in an unconscious manner.

Can be positive (a preference) or negative (an aversion).

Different from known bias that people may choose to conceal for social or political reasons.

Formed over a lifetime as a result of exposure to direct and indirect messages.

Pervasive as everyone has them.

Changeable but research has shown it takes time, intention, and training.

Manifests through microaggressions.

# Microaggressions

Everyday, subtle verbal or nonverbal put-downs directed toward a marginalized group and are typically automatic.

Can be actions or comments that demean a person's race, gender, sexual orientation, heritage, age, or health status.

The person sending the message may not realize that it is a microaggression and some can be disguised as a compliment.

Can be stigmatizing and harmful to marginalized group or person.

# Types of microaggressions

## Verbal

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Comment or question that is hurtful or stigmatizing

*“You are so smart for a woman”*

## Behavioral

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Behaving in a way that is discriminatory or otherwise hurtful

*Wait ignores transgender person and serves someone matching their gender identity*

## Environmental

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Subtle discrimination occurs within society

*College campus with buildings only named after white people*

# Classifications of microaggressions

## Microassaults

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Conscious and intentional discriminatory actions while not intending to be offensive

*Racial epithets, or displaying white-supremacists symbols*

## Microinsults

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Behaving in a way that is discriminatory or otherwise hurtful

*“Your people must be so proud”*

## Microinvalidations

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Subtle discrimination occurs within society

*“Racism does not exist in today’s society”*

# Microaggression examples

## Targeted because of:

- *Race*
- *Gender*
- *Sexual orientation*
- *Religion*
- *Class*
- *Disability*
- *Mental health*
- *Weight*
- *Age*

*Not a complete list*

*Treating someone as second class citizen because of their gender, race, or sexual orientation*

*Deliberately not using a transgender person's preferred pronouns.*

*Making assumptions about someone based on their religion, age, or class.*

*Telling a thin person to eat more.*

*Complimenting a person born and raised in the U.S. on their English simply because they are not white.*

*Unwilling to find stereotypical or derogatory sports team names offensive.*

*Using outdated and offensive terminology such as "That's so gay"*

# Unconscious bias

Biases that we are **unaware** of and that happen **outside of our control.**



Happens automatically by our brain making quick decisions from data it gathers and then adds meaning to it.

Usually influences people subtly, not overtly.



# Unconscious bias types

## Affinity bias

(Similarity bias)

Occurs when people favor individuals who share their interests, backgrounds, and experiences.

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## Attribution bias

Developing a stereotype about someone based on your prior interactions with that individual.

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## Beauty bias

Someone believing another is more qualified, successful, happy, social, and/or capable simply because that person is better looking than someone else.

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## Conformation bias

Formed stereotypes about a group, situation, or individual based on their own unconscious biases, beliefs, and/or desires instead of unfiltered merits.

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## Conformity bias

(Groupthink)

Changing behavior and/or opinions so they align with thoughts and behaviors of a larger group.

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# Unconscious bias types *continued*

## Gender bias

(sexism or sex discrimination)

When a person, group, or institution favors one gender over another – most often affects women.

**Gender pay gap.** Federal law requires employers to pay men and women in similar positions but data shows that women make 18% less than male counterparts in 2021.

**Equal Pay Day.** Created in 1996 symbolizing how far into the new year females have to work to earn as much as male workers in the previous calendar year. In 2022, Equal Pay Day was Tuesday, March 15. 74 days into the year.

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## Halo effect

Instances when people develop a holistic, positive, impression of a person or group based on a singular characteristic leading people to put a figurative “halo” on that person even though it’s not deserved when looking at the person’s whole self.

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## Horns effect


Exact opposite of halo effect when people develop a negative impression of a person based on a single characteristic or experience.

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# Overcoming biases

## Be aware


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Consider how biases might influence your thinking and actions 

*One study found that training could reduce effects of cognitive bias by 29%*

## Influencing factors

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Identify factors that may be at play such as self-interest or overconfidence 

*Consider any influences on your decisions to help make better choices*

## Challenge

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Actively challenge your biases 

*Ask your self questions:  
Are there any factors you missed?  
Are you giving too much weight to certain factors?*

# 03

# Why does it matter?



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Increase a  
business'  
bottom line

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Drive  
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Attract  
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# Why does it matter?



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Drive  
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Attract  
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Create more  
opportunities  
for growth





Modernize an industry  
to be more reflective  
of society



Understand and effectively respond to cultural differences



## Retain and promote talent



# Reach new segments of the population



Have diversity of  
thought, ideas, and  
experiences



Shape the future

# 04

## What can we do?



# What can we do?



Be honest  
and  
transparent



# What can we do?



Be honest  
and  
transparent



Be  
proactive  
and  
intentional

## What can we do?

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If you're  
unsure...ask  
the people

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*You measure what you value*

*Inspect what you expect*

*Your vision for DE&I isn't announced...it's curated*

*Look at your lack of DE&I the same way you look at solvency to determine if your company is at risk*

*You didn't create it...but, you're in a position to disrupt it*

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# Summary

1 What is DE&I?

2 DEI concepts

3 Why it matters

4 What we can do

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**FASTeam 800.950.7372**

**Sales Desk 800.542.5427**

**Advanced Strategies 800.800.3220**