



Building

Diverse & Inclusive Organisations

Thrive Programme
Workbook

Building

Diverse & Inclusive Organisations

Introduction

Creating an inclusive business where diversity can thrive and everyone feels they belong is no longer just a priority for large corporate organisations, it's now a necessity for SME's, start-ups and scale-ups as a way to future proof their business.

Session Objectives

- Importance of diversity, equity & inclusion (DEI)
- DEI need to knows
- Personal impact & your role
- Setting your own DEI standards
- Integrating DEI into your strategy

Session Expectations



Bring curiosity,
questions &
thoughts



Interactive; take
an active part in
your learning



Share, listen &
learn from each
other respectfully



Introducing

Diversity, equity & inclusion

Understanding why DEI is important to you personally and how it affects your business is the first step to knowing how to build actionable activities into your strategy.

What does DEI mean to you and your business?



Why is DEI important for small businesses?



Introducing

Diversity, equity & inclusion

Using each of the elements of what we have just discussed and below, have a discussion with the person sitting next to you (or reflect personally if you're joining remotely) about how you feel each of these relates to your business.

Make notes here:



Current &
future talent



Customer
expectations



Accessibility



CSR/ESG

DEI 'Need to Knows'

For business owners

We all have some knowledge of DEI thanks to social media, our friends, community and work; let's explore it further so we can be clear on the 'need to knows' as a human being and as a business owner – knowledge is power after all.

Make notes here:



Unconscious
Bias



Microaggressions



Inclusive
Language

DEI 'Need to Knows'

For business owners



Psychological
Safety



Inclusive
Behaviours



Diversity of
Thought

Five Steps To

Ethical (human) business practice

Aside from raising yours and your teams' awareness and learning more around the different aspects of DEI it's also important to understand the impact your organisation has with regards to social impact. It is not just about understanding, it's about action.

Take note of the 5 steps below:

1

2

3

4

5

Five Steps To

Ethical (human) business practice

On a scale of 1-10, how would you rate your current business stance on each of the five steps to ethical business practice. Then, consider what you can do to push the dial up just 1 or 2 (to start with).

1

Supporting
local
communities

1 2 3 4 5 6 7 8 9 10

☐☐☐☐☐☐☐☐☐☐

2

Supplier
accountability

1 2 3 4 5 6 7 8 9 10

☐☐☐☐☐☐☐☐☐☐

3

45[illegible]



Integrating DEI

Into your strategy

Integrating DEI into your existing strategy takes reflection, curiosity and commitment. We must look inward before we can be impactful through our organisations.

Complete the following and discuss with the person next to you:

What impact would you like to make – what is your purpose when considering your business and DEI?

What about you and your personal commitment – write a commitment statement here:

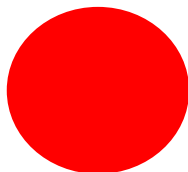
Integrating DEI

Into your strategy

Considering each of the topics we have discussed in today's session, which will you be stopping, what new thing will you start and what are you doing well already that you will continue to do?

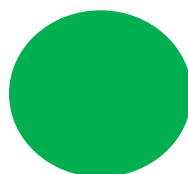
What one thing can you stop doing in the way you run your business/ manage your team?

STOP



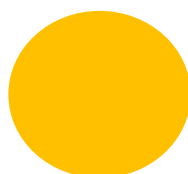
What one thing can you start doing differently with the way you run your business/ manage your team?

START



What one thing are you already doing well and this session has just confirmed that you will continue to do it?

CONTINUE



Integrating DEI

Into your strategy

Out of the DEI 'Need to Knows' which 2 are you going to focus on learning more about and helping others to understand them better?

Then, how can you build that into your current business strategy?

1

2

Integrating DEI

Into your strategy

Out of the five steps to ethical (human) business practice which 2 are you going to focus on making changes to in order to have a greater social impact?

Then, how can you build that into your current business strategy?

1

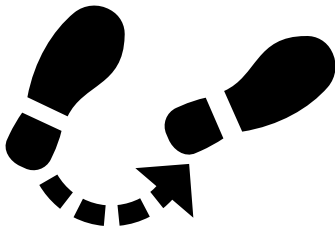
2

First Steps

Into your strategy

DEI may feel overwhelming when running a business, but it needn't; it all starts with a first step.

Look back over the last few pages and pick one thing that you are going to do first, this is your first step into an even more ethical and human approach to scaling up and/or maintaining your business – ultimately future-proofing it!





Thank You



If you're keen to learn more then, follow Zing Learning on [LinkedIn](#) and pick up more handy guides, tips and advice on how to create truly inclusive teams.