



IDEA: The Competitive Advantage
Delight Deloney, MSW, MHRIR, SHRM-CP

BETTER WORKPLACES
BETTER WORLD™





Delight Deloney, MSW, MHRIR, SHRM-CP

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Purpose, Mission & Vision



Our purpose is to elevate the HR profession.



Our mission is to empower people and workplaces by advancing HR practices and by maximizing human potential.



Our vision is to build a world of work that works for all.



The Look





Definition of Inclusion

"Creating an inclusive work environment where people have a real sense of belonging is a prerequisite for diversity to thrive in organizations."

~Slaton Brown





Definition of Diversity

“We have become not a melting pot but a beautiful mosaic. Different people, different beliefs, different yearnings, different hopes, different dreams.”

~ Jimmy Carter





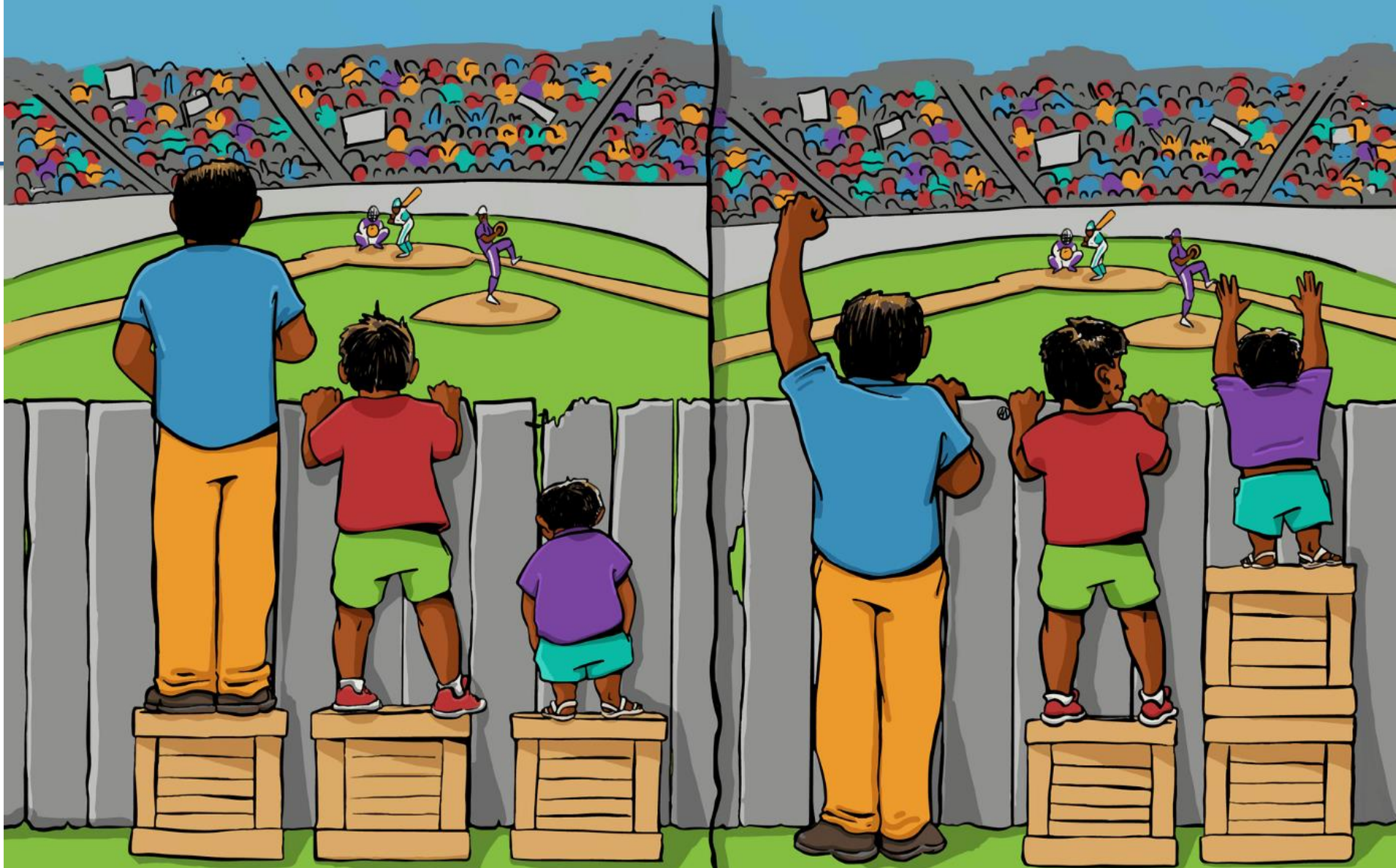
Definition of Equity

“We all should know that diversity makes for a rich tapestry, and we must understand that all the threads of the tapestry are equal in value no matter what their color.”

~ Maya

Angelou





EQUALITY

EQUITY



Definition of Access

*“Diversity is being invited to the party;
inclusion is being asked to dance.”*

~ Verna Myers

*“Equity is being able to dance (with or
without a partner) but it is Access that gets
you to the party.”*

~ Mary Cheddie





GETTING IT RIGHT: Best Practices

AMERICA'S BEST EMPLOYERS FOR DIVERSITY 2021 LIST

Rank	Name	Industries
1	JLL	Business Services & Supplies
2	Booz Allen Hamilton	Professional Services
3	Quicken Loans	Banking and Financial Services
4	University of Alabama, Birmingham	Education
5	Fidelity Investments	Banking and Financial Services
6	SAS Institute	IT, Internet, Software & Services
7	University of Arkansas for Medical Sciences	Education
8	Boston Scientific	Health Care Equipment & Services
9	Aflac	Insurance
10	Interpublic Group (IPG)	Media & Advertising

Establish Resource Groups

Focus on Mentoring for All

Demand Partner Diversity

Think of DEI Differently



The Statistics on Racial Equity and Inclusion (1 of 3)

45%





The Statistics on Racial Equity and Inclusion (2 of 3)



46%



The Statistics on Racial Equity and Inclusion (3 of 3)

49%





The Statistics on Workplace Culture (1 of 3)



49%



The Statistics on Workplace Culture (2 of 3)



1 in 4



The Statistics on Workplace Culture (3 of 3)



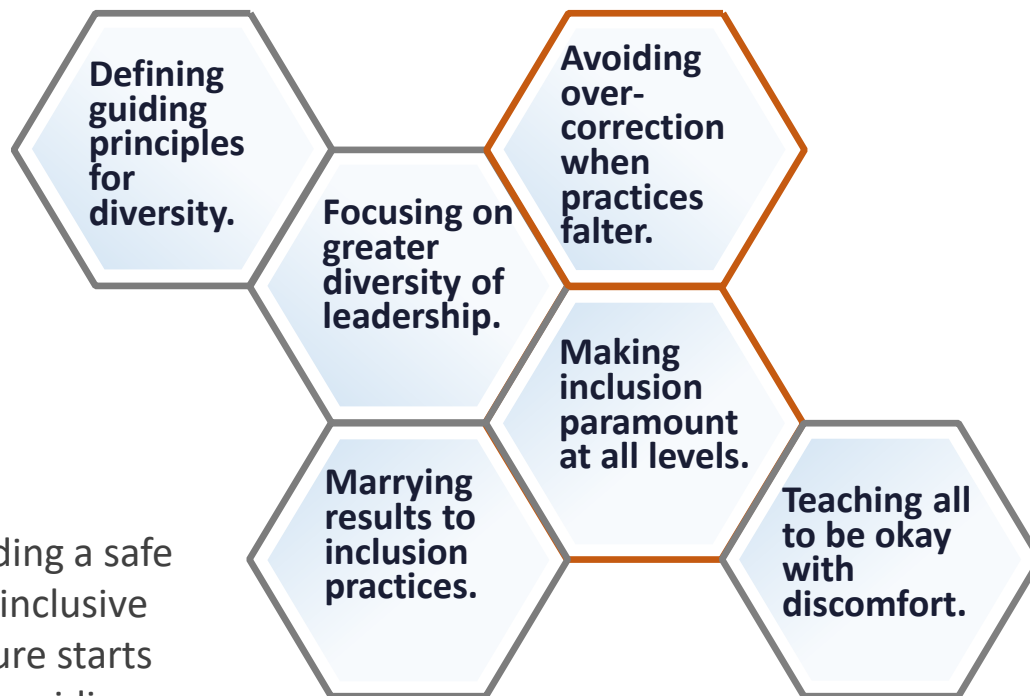
\$223 billion

the cost of workplace turnover due to culture over the past five years



RECOMMENDATIONS: Fostering Inclusion

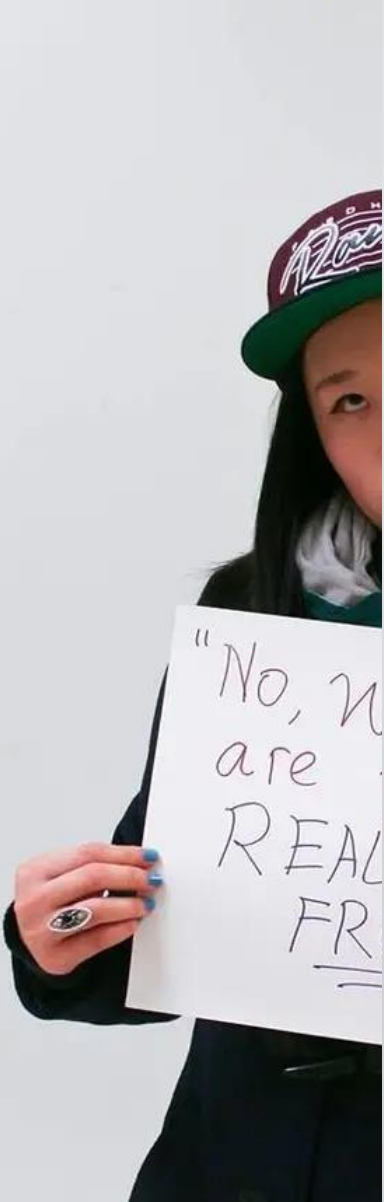
Key actions can range from simple solutions to broader actions changing the organization's culture.



Building a safe and inclusive culture starts with guiding principles lived by all.

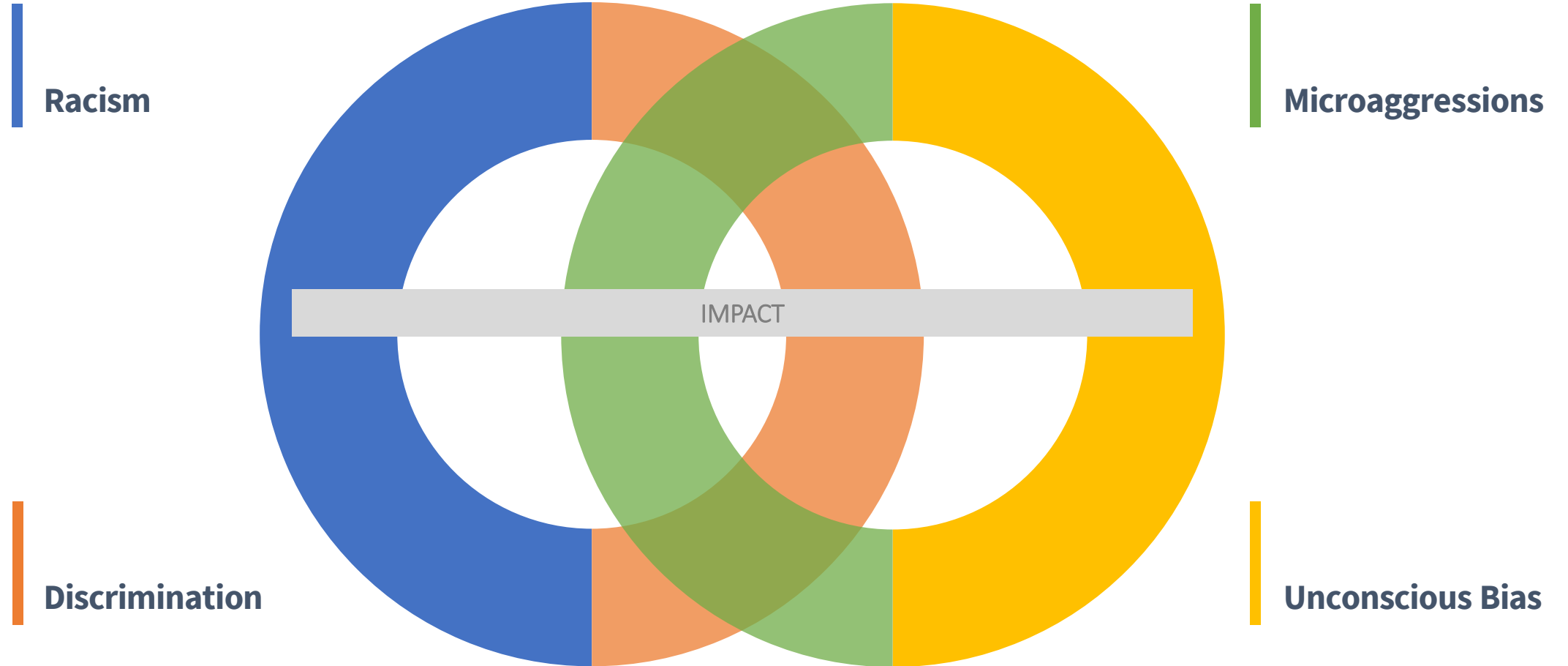


Micro Aggressions





The Impact





Bias and Discrimination: The Messages Heard

“Don’t be yourself!”

“You’re not considered credible.”

“Just kidding!”

“Anything goes after hours.”

“You are not welcome here.”

“Gotcha!”





The Four Dimensions of Covering

Appearance

Affiliation

Advocacy

Association





How Does Bias Impact Employee Engagement?



34%

Withheld ideas or solutions

75%

Not proud to work for their company

33%

Feel regularly alienated at work

48%

Have looked for another job while on the job

Source: Hewlett, A.S., Rashid, R. and Sherbin, L. (2017). Disrupt Bias Drive Value. Center for Talent Innovation.

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Inclusive Workplace Culture: Why It Matters

Two Times
as likely to meet or exceed financial targets

Three Times
as likely to be high-performing

Six Times
as likely to be innovative and agile

Eight Times
as likely to achieve better business outcomes



Source: Jenkins, R. (2018, June). *Here Are the Benefits of Inclusion and How to Create an Inclusive Culture*. Inc.com.





5 ways IDEA creates the competitive advantage

1. Strength in Different Perspectives equals a strengthened employer brand



5 ways IDEA creates the competitive advantage

2. Increased Innovation and Collaboration



5 ways IDEA creates the competitive advantage

3. Effective Teams create better business decisions



5 ways IDEA creates the competitive advantage

4. Improved customer experience



5 ways IDEA creates the competitive advantage

5. Improve your financial performance



Diversity, Equity & Inclusion



New DE&I Roles Spike After Racial Justice Protests

LEADERSHIP AND NAVIGATION | DIVERSITY AND INCLUSION



Massachusetts Designates Juneteenth as a State Holiday

EMPLOYMENT LAW | MASSACHUSETTS

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SHRM Launches New Initiative to Help Achieve Racial Equity

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SHRM Research Finds Need for More Awareness, Understanding of Racial Inequality

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Driving Out Bias Should Start in the C-Suite

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Guide to Developing a Strategic Diversity, Equity and Inclusion Plan

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HR Can Drive Social Change in the Workplace



Employing an Aging Workforce



SHRM's call to action for the HR profession and businesses to drive racial and social injustice from America's workplaces.



Explore and apply our groundbreaking research in your workplace.



Access and share our open-source articles, webcasts, toolkits, samples, templates, and more.



Take a stand on social to pledge your support.



Let your voice be heard by responding to our member surveys.

Visit shrm.org/togetherforwardatwork



Thank you!

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