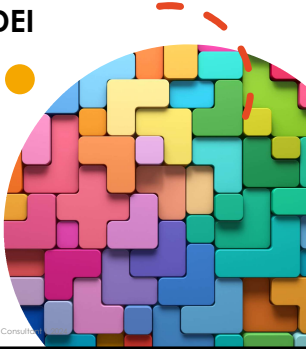


Making the Case for DEI

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she | they

Before we start:

- Get comfortable
- Introduce yourself to folks around you
- Think about a time when you faced pushback around DEI




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Agenda

- Key concept review
- Importance of DEI
- Types of resistance to DEI work
- Strategies to address resistance
- Practice




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Norms

- Use "I" statements
- Maintain confidentiality
- Share the air
- Practice purity of motive
- Approach with wonder not judgment



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Key Concept Review

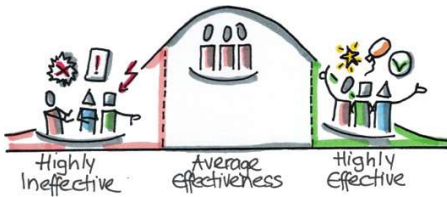
- **Diversity** is the presence of difference
- **Inclusion** is accepting, respecting, and valuing of diversity

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Definitions from VCIC

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Diversity + Inclusion = Success



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Sources: Dr. Carol Kivach's research of Graduate School of Management, UCLA; Nancy J. Adler, International Dimensions of Organizational Behavior, 1991

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Key Concept Review

- **Diversity** is the presence of difference
- **Inclusion** is accepting, respecting, and valuing of diversity
- **Equity** is the state, quality, or ideal of being just, impartial, and fair


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Definitions from VCIC


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Equity vs. Equality

EQUALITY:
Everyone gets the same—regardless if it's needed or right for them.



EQUITY:
Everyone gets what they need—understanding the barriers, circumstances, and conditions.

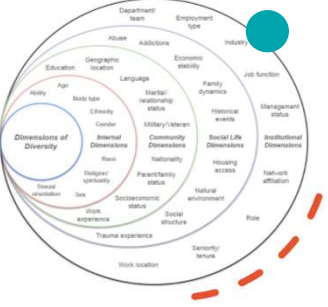


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Social Identities

- Ability
- Age
- Class/socioeconomic status
- Ethnicity
- Gender
- Nationality
- Race
- Religion/spirituality
- Sexual/romantic orientation

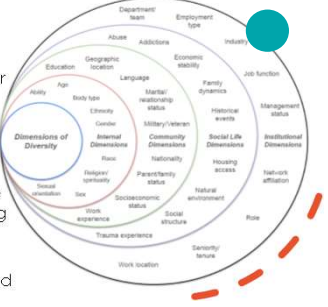


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Social Identities

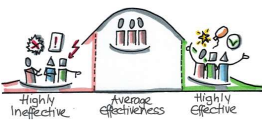
- Women are underrepresented at every level of the corporate ladder
- White job seekers receive about 50% more callbacks than similarly qualified non-white applicants
- LGBTQiA+ individuals were impacted by unemployment more than the general population during the pandemic peak
- Nondisabled workers are 3x more likely to be employed than disabled workers



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Benefits of Embracing DEI in the Workplace




Workplaces that embrace DEI as a business asset are more likely to...

- Reach a more extensive and inclusive talent pool
 - Increases creativity & innovation
 - Performs better financially
- Foster a greater sense of belonging for employees
 - Increases retention and stability
 - Protects against burnout
- Protect company culture and future

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Types of Resistance to DEI



Source: Marceline DuBoise, Tess Ormseth, "Facilitating Groups Through Resistance" 2020

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The Thinker



Can look/sound like...


- Devil's Advocate
- "Where's the proof?"
- "What does the data/ research show?"

Strategies:

- Data points
- Research citations
- Data rarely convinces people who do not want to be convinced

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The Doer

Can look/sound like...

- Impatience
- Finding a solution is more important than addressing a root cause
- "This is a waste of time!"

Strategies:

- Reframe
- Reminders of the importance of the process
- "Equity is a process and an outcome" (Glenn Harris)

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The Believer

Can look/sound like...


- Frustration
- "They just don't get it"
- Wanting to work with people with similar mindsets

Strategies:

- Publicly affirm them
- Invite them in on the process
- Check privilege

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The Fairness-Seeker

Can look/sound like...

- Equality over equity
- "That doesn't sound fair"

Strategies:

- Explicitly teach equity vs. equality
- Share examples of equality being unfair

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The Minimizer

Can look/sound like...

- "I don't see color"
- "Life's not fair"
- Don't understand or believe in systemic inequities

Strategies:

- Expand perspective
- Model thought mapping
- Acknowledge discomfort

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Types of Resistance to DEI

01 The Thinker	02 The Doer	03 The Believer	04 The Fairness-Seeker	05 The Minimizer
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Source: Marceline DuBoise, Tess Ormseth, "Facilitating Groups Through Resistance" 2020

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Reflection

When have you encountered one (or more) of these resisters?

- Write down a brief explanation or some words/phrases people said
- Try to identify the type of resistance
- One example/scenario per sticky note

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Making the Case

In your groups...

- Share some of your scenarios
- Identify the most common type of resistance at your table
- Make the case to respond to the common types of resistance in your scenarios
 - What is your elevator pitch to address the resistor?
- Chart your response(s)

Things to consider...

- How might your identity impact your approach?
- What else might impact your response?
- What resources do you know of that can help?

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Closure & Commitment

Which of these elevator pitches can you practice *tomorrow*?

Which do you need to practice more before you will be confident?

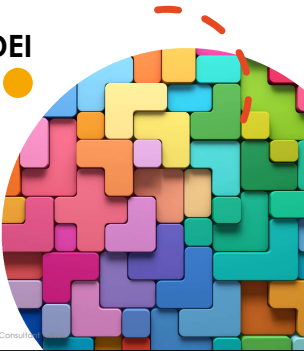
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Making the Case for DEI

Thank you!

- Don't forget to fill out the VCIC survey
- tally.botzer@gmail.com



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