

# INCLUSION INSIDER TIPSHEET

10 Tips to Help You  
Speed Up

Race-Based Inclusion  
at Work



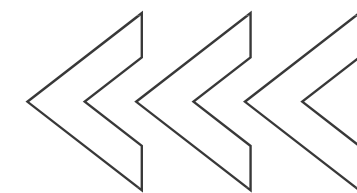
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NOTE: All the references for these slides are in  
last slide

# TIP #1

The **Future-Now**  
workplace will be  
diverse

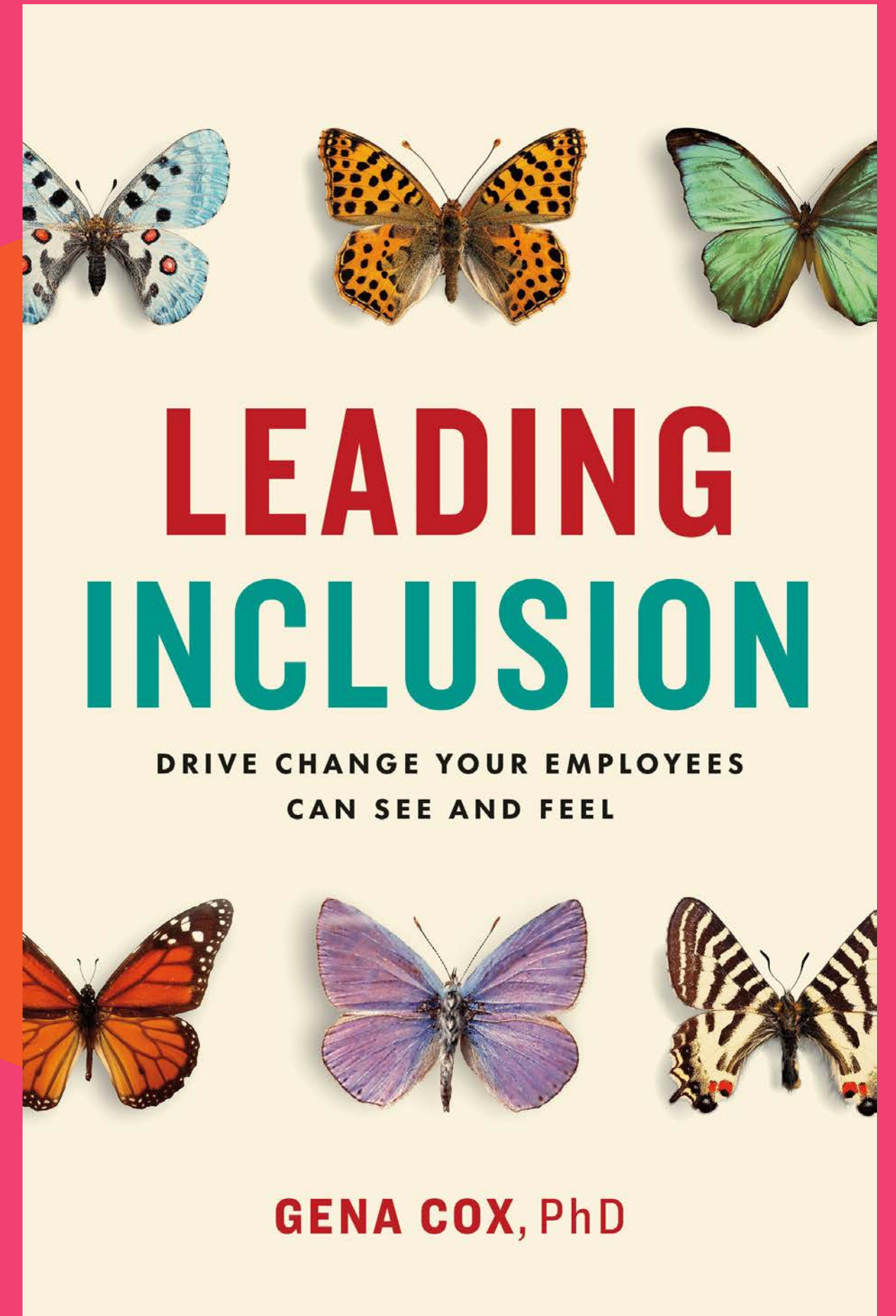
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# TIP #2

# Lead inclusion from the top

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According to the National Museum of African American History and Culture, systemic racism “is the overarching system of racial bias across institutions and society. These systems give privileges to White people resulting in disadvantages to people of color.”

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**TIP #3**

To make  
race-based  
inclusion change  
real, focus  
on reducing  
systemic bias

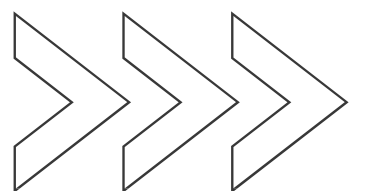
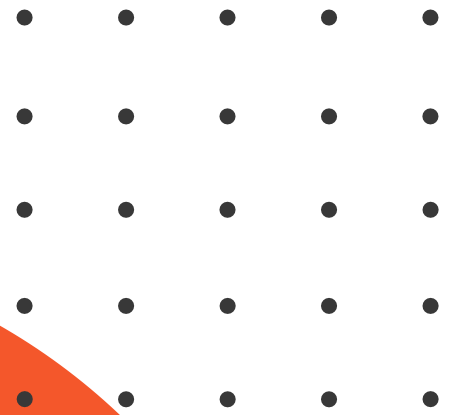
Systemic bias shows up in the processes and norms that are built into your talent management, product design & development, supply chain, marketing, sales, etc.

It's why, for example, 2020 was the first year people of color were used for the first time, in advertising for so-called "luxury" products, even though people of color bought those products. Or, why few people of color are placed in top revenue-generating jobs in financial services and professional services.

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# TIP #4

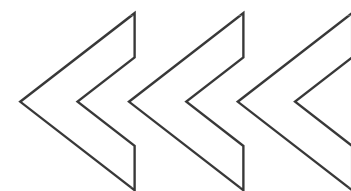
## Spotting systemic bias

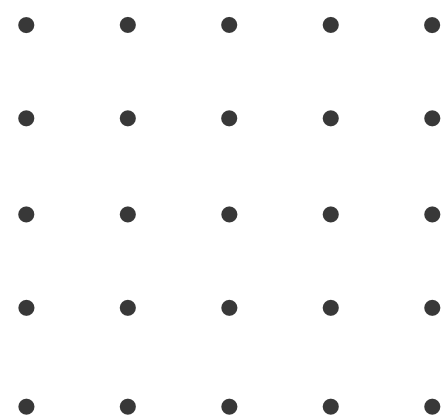
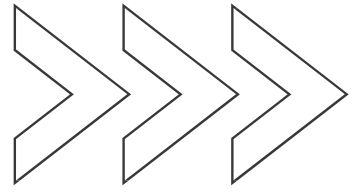




Tip # 5:  
On the talent  
management  
side systemic  
bias shows up  
in ...

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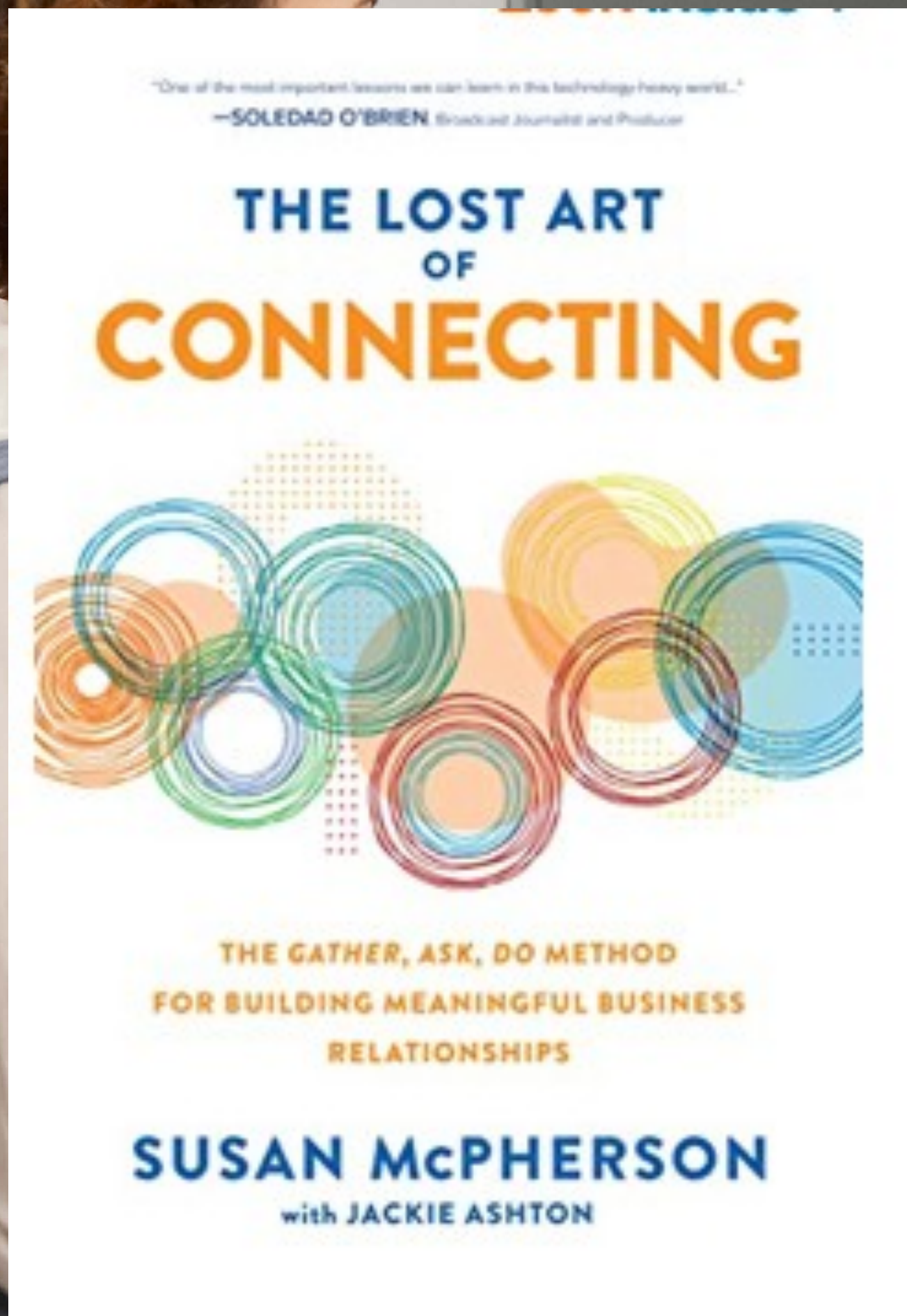
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# TIP #6

Connecting intentionally is still the easiest way to get past the emotional barrier of relating to people who don't look like you.





Tip #7

CONNECT BY  
ASKING  
QUESTIONS

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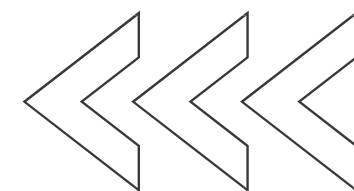


# TIP #8

## Connect by playing games



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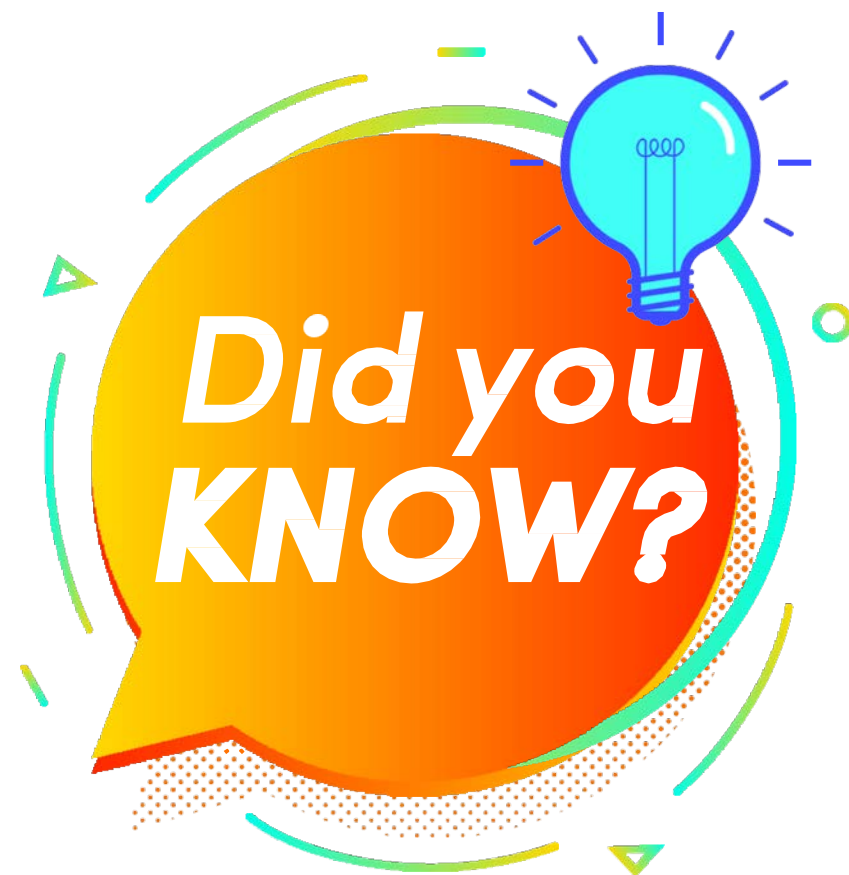
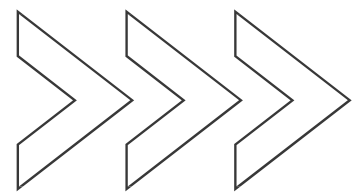
# TIP #9

## LEAD LIKE A BASEBALL DESIGNATED HITTER

Focus on  
the  
incoming ...  
on behalf of  
ALL your  
employees.  
It's Job #1  
if you're a  
manager.

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ISO 30415:2021

Human Resource Management - Diversity And Inclusion

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# TIP #10

## MEASURE WHAT MATTERS

[There is an international standard for that!] One of the biggest challenges with this work is figuring out if you're making progress. This tool from the International Organization for Standardization [ISO] can help.





# Resource List - Part 1

Meet the US workforce of the future: Older, more diverse, and more educated. Deloitte Review issue 21  
<https://www2.deloitte.com/us/en/insights/deloitte-review/issue-21/meet-the-us-workforce-of-the-future.html>

Deepa Purushothaman. 2022. The First, The Few, The Only: How Women of Color Can Redefine Power in Corporate America <https://www.amazon.com/gp/product/0063084716>

Gorick Ng. (2021). The Unspoken Rules: Secrets to Starting Your Career Off Right.  
<https://www.amazon.com/gp/product/1647820448>

Lily Zheng. (2018). Gender Ambiguity in the Workplace: Transgender and Gender-Diverse Discrimination.  
<https://www.amazon.com/Gender-Ambiguity-Workplace-Gender-Diverse-Discrimination-dp-1440863229/dp/1440863229>

Miriam Warren. (May 2021). 3 ways to be a better ally to your AAPI coworkers and the greater community. Fast Company. <https://www.fastcompany.com/90632294/3-ways-to-be-a-better-ally-to-your-aapi-coworkers-and-the-greater-community>

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# Resource List - Part 2

Sheila Callaham. Feb 2022. Workplace Age Bias Hurts Early- And Late-Career Workers.

<https://www.forbes.com/sites/sheilacallaham/2022/02/25/workplace-age-bias-hurts-earlyand-late-career-workers>

Ludmila N. Praslova. (April 2022). Harvard Business Review. Your “Autism Awareness Day” Might Be Excluding Autistic People. <https://hbr.org/2022/04/your-autism-awareness-day-might-be-excluding-autistic-people>

Gena Cox and David Lancefield. (2021). Harvard Business Review. 5 Strategies to Infuse D&I into Your Organization. <https://hbr.org/2021/05/5-strategies-to-infuse-di-into-your-organization>

National Museum of African American History and Culture. (n.d.). Being Antiracist. Smithsonian. <https://nmaahc.si.edu/learn/talking-about-race/topics/being-antiracist>

The Fashion World Promised More Diversity. Here’s What We Found.

<https://www.nytimes.com/2021/03/04/style/Black-representation-fashion.html>

From Gucci to Prada, luxury fashion brands challenged to confront racist attitudes.

<https://www.usatoday.com/story/entertainment/celebrities/2020/06/22/luxury-fashion-brands-get-blowback-racism-gucci-prada-loreal/3234226001/>

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# Resource List - Part 3

Kardas, M., Kumar, A., & Epley, N. (2022). Overly shallow? Miscalibrated expectations create a barrier

to deeper conversation. Journal of Personality and Social Psychology, 122(3), 367–398. <http://dx.doi.org/10.1037/pspa0000281>

Susan McPherson The Lost Art of Connecting: The Gather, Ask, Do Method for Building Meaningful Business Relationships. <https://www.amazon.com/Lost-Art-Connecting-Meaningful-Relationships-ebook/dp/B08JZFYX46>

So Cards by Miguel Luis Calayan - <https://microcosmpublishing.com/catalog/other/11906>

Culture Tags Games by Eunique Jones Gibson <https://culturetags.com/>

ISO20415:2021. Human Resource Management –Diversity and Inclusion. <https://www.iso.org/standard/71164.html>

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I hope you found a few useful resources in this Tip Sheet.

Keep in touch. I will be sharing many more resources over the months as I prepare for the global launch of [Leading Inclusion](#).

Thank you.

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