

Building and Supporting a Diverse and Inclusive Culture

Assessing Where You Are and Determining What Needs to Be Done

Our research shows that employees who view their company as being supportive of diversity and inclusion also tend to have higher levels of engagement.

Highly engaged employees are more likely to stay with the company, be an advocate of the company and its products and services, and contribute positively to the bottom line business success.

Diversity and inclusion are important for establishing and cultivating an equitable and supportive workplace. A diverse and inclusive culture also enhances innovation and creativity while helping to replace status quo with continuous improvement.

Diversity in the workplace can best be evidenced by the presence people of different personal backgrounds and characteristics including ethnicity, age, gender, religion, disability status, and sexual orientation. Inclusion is recognized by behaviors or practices which accept, value, and support Diversity. Both are important and go hand-in-hand.

Why Is It Important to Measure and Monitor Diversity and Inclusion?

“Not to know is bad; not to want to know is worse.”

Chinese Proverb

Beyond the fact that it is an organization’s responsibility to protect individual rights, there are many benefits to enhancing the diversity profile of an organization.

- A positive diverse, inclusive culture...
- Eliminates or minimizes discrimination
- Promotes an understanding and appreciation of differences in backgrounds, personal orientation, and work style
- Promotes teamwork
- Increases camaraderie among employees
- Creates a synergistic approach to problem solving and decision making

What Is the Best Way to Assess Diversity and Inclusion?

Burke advocates the assessment of Diversity and Inclusion in two ways:

- Diversity Index
- In this approach, we utilize a core set of diversity specific items which includes equal opportunity, respect, inclusion, valuing of individuals, manager support, rewards and recognition, etc.

FOR MORE INFORMATION CONTACT

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- Analysis of data by diverse demographics
 - In this approach, sub-group analysis is conducted across the Diversity Index items and other key survey items determined to be relevant to diversity and inclusion.
 - If responses differ based upon demographics such as ethnicity, gender, age, disability status, etc., then they are highlighted for further investigation and follow up.

How Can Your Company Benefit By Assessing Diversity and Inclusion?

- When diversity and inclusion are given a focus through measurement, they tend to receive greater attention.
- By monitoring Diversity scores, the company communicates their acknowledgement of its importance and a willingness to respond.
- Identifying strengths allows for the identification and sharing of Best Practices.
- Helping to identify areas where issues may exist allows for corrective actions to be taken and improvements to be made.

Understanding the impact of diversity and inclusion on culture helps organizations to better leverage their human capital and optimize workforce performance.

Founded in 1931, Burke is an independent, full service research and consulting company. Burke utilizes state-of-the-art research execution, advanced analytical techniques, and leading edge technology to provide decision support solutions to clients across all major industry sectors.

The key is to have a balanced and diverse culture – balancing the needs of the majority with the needs of the minority – and maintaining respect and support for all.

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