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Equity, diversity and inclusion (ED&I)

How to genuinely embrace and support a diverse workforce



The past decade has seen astronomical growth in awareness of equity, diversity and inclusion in the workplace.

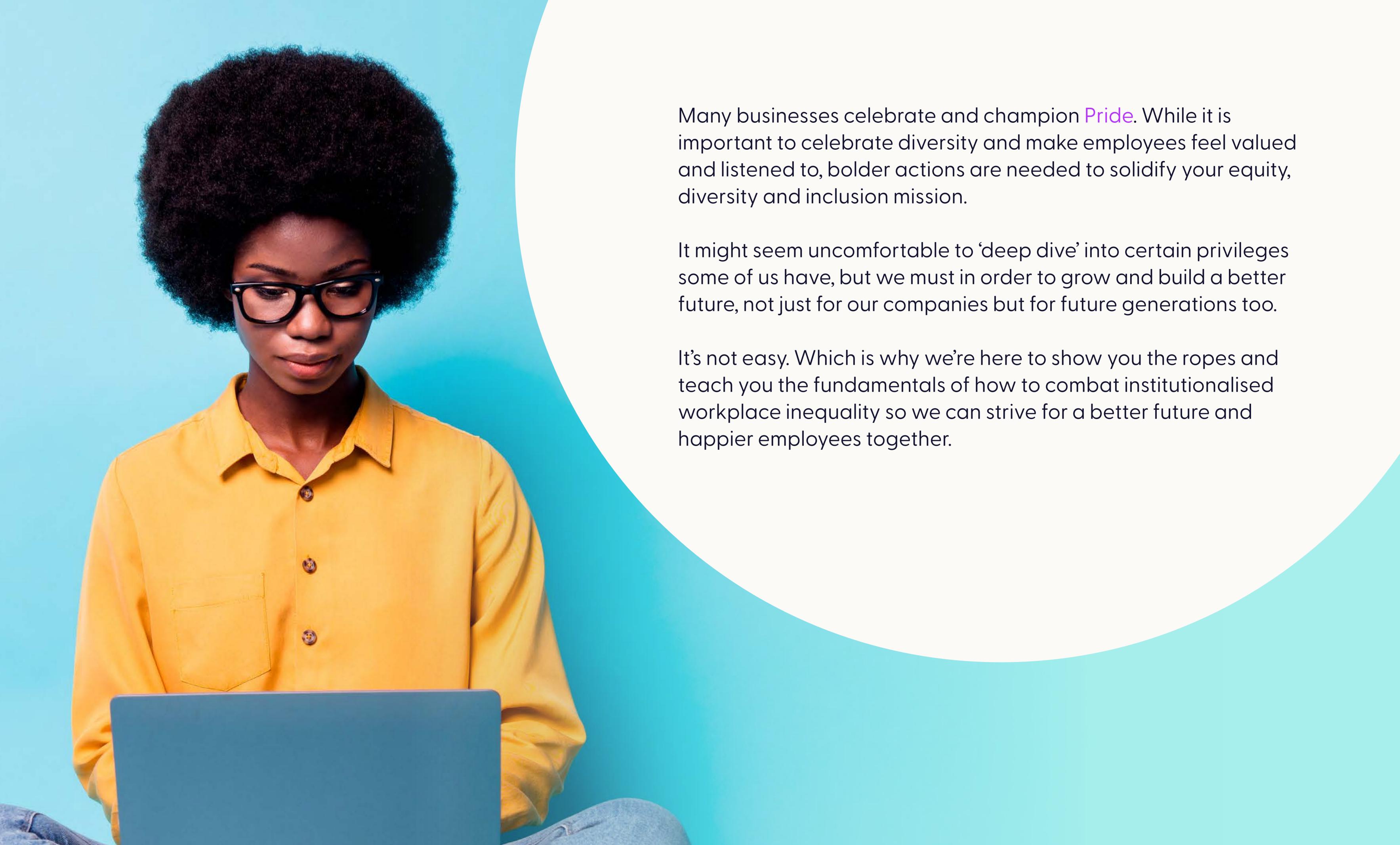
Organisations have slowly realised that embracing diversity and inclusion is fundamental to driving increased revenue and boosted employee morale, with ED&I becoming board-level agenda items. But talk is cheap unless it's actioned.

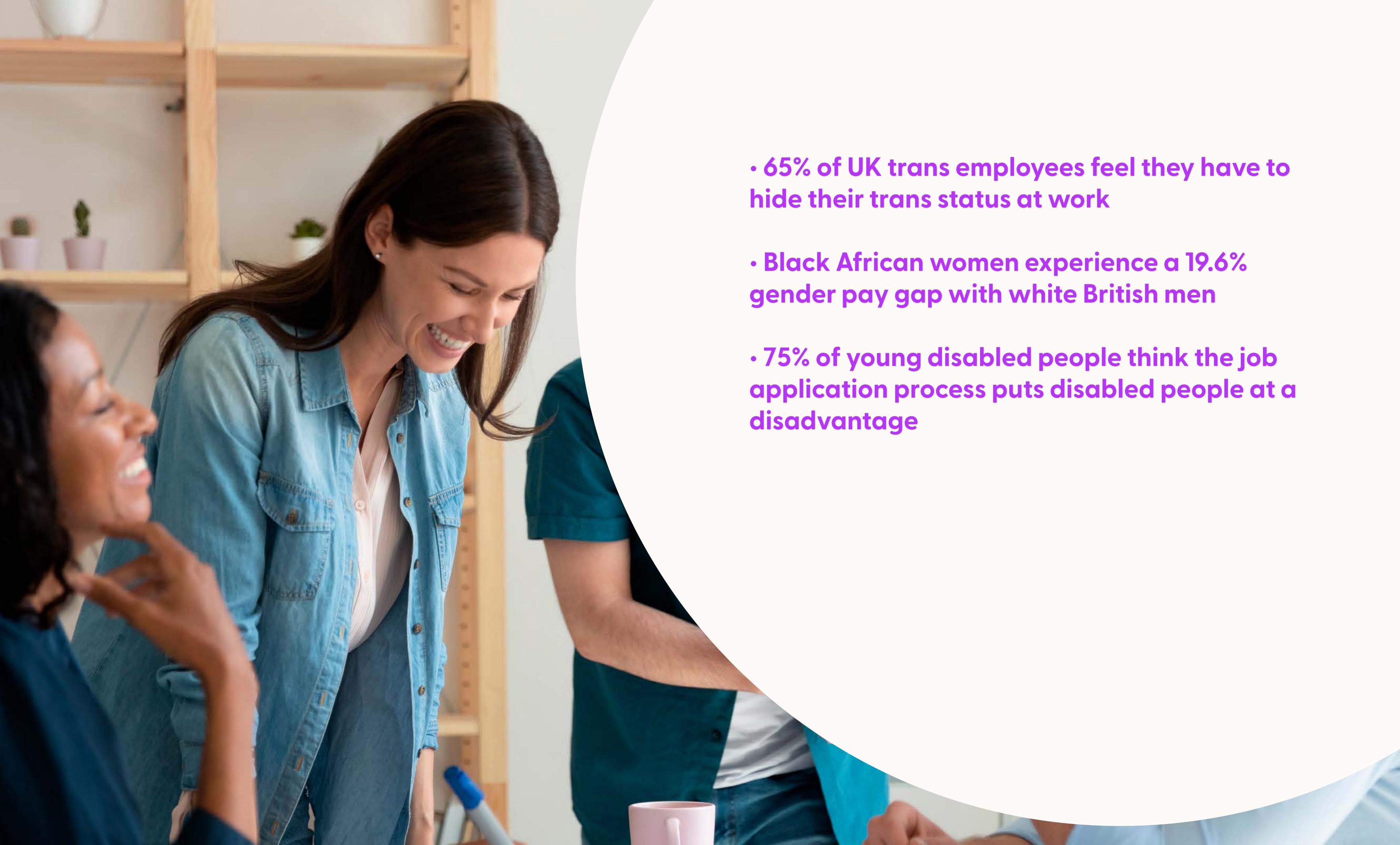
Movements like Black Lives Matter, #MeToo, and #TimesUp have pushed forward worldwide change and have forced all generations to educate themselves on the brutal realities of the conditions and torment many minority communities face in 2021.

While we are still a way from achieving gender equality at work with issues such as disproportionate earning, increased workplace harassment and a shortage of professional opportunities due to gender, workplaces are taking serious steps to be more progressive by championing female rights in the workplace.

But it's not enough to just focus on gender equality. It's no secret that our current social and workplace structures favour the white-British, those who are non-disabled, and cisgendered. And it's falling short for pretty much everyone else.







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Equity VS Equality

ED&I is widely known as equality, diversity and inclusion but over the years, this has become quite problematic. The "E" should actually represent equity, which is a bit like equality, but actually provides a fair outcome.

Before thinking of ways to combat equity challenges in the workplace, it's important to understand the difference between equity and equality.

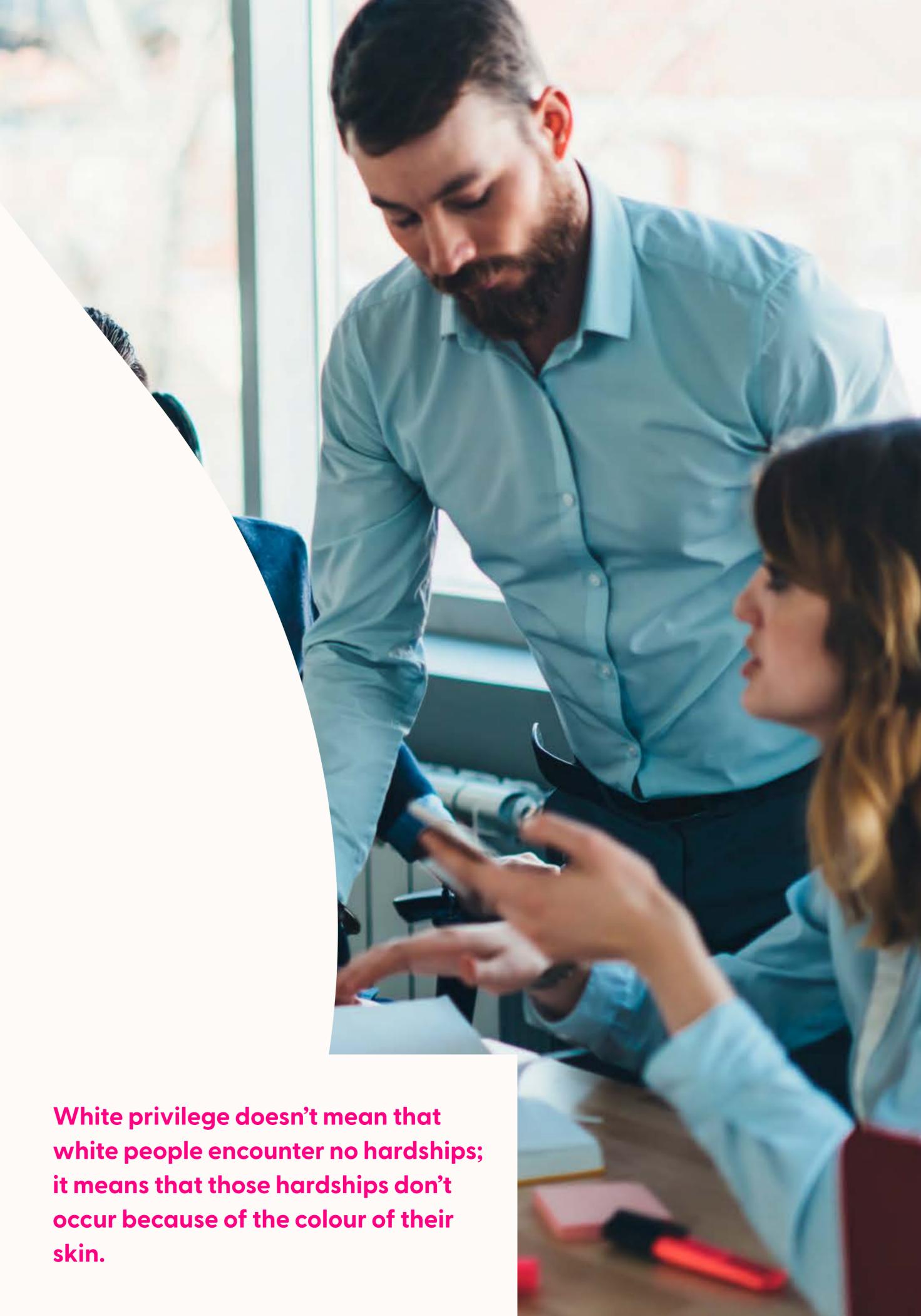
"Equality" generally refers to equal opportunities, but it assumes that everyone starts in the same place. "Equity", however, refers to the fair treatment of people by providing for their specific needs.

Not everyone has the same equal opportunities to success; some start out with cultural or societal barriers, like gender inequality, religious beliefs, poverty and racial discrimination, that mean that no matter how hard they work, they may never reach the same success as a person with privilege.

Understanding white privilege

Consider, The Unequal Opportunity Race, a short video created by Erica Pinto, demonstrating how centuries of oppression and racial inequality impacts people of colour to this day, we see white runners on a track starting ahead, while the black runners are stopped for a big portion of the race due to historic (and current) abuse, prejudice and racism.

Where the white male's path is clear, lined with inheritance and great opportunities, the people of colour are perpetually trying to catch up with the white runners, whilst encountering obstacles such as racial profiling, poor schooling and the school to prison pipeline. Unsurprisingly, the white male wins, demonstrating how a head start – inherited or otherwise – can make all the difference to life.



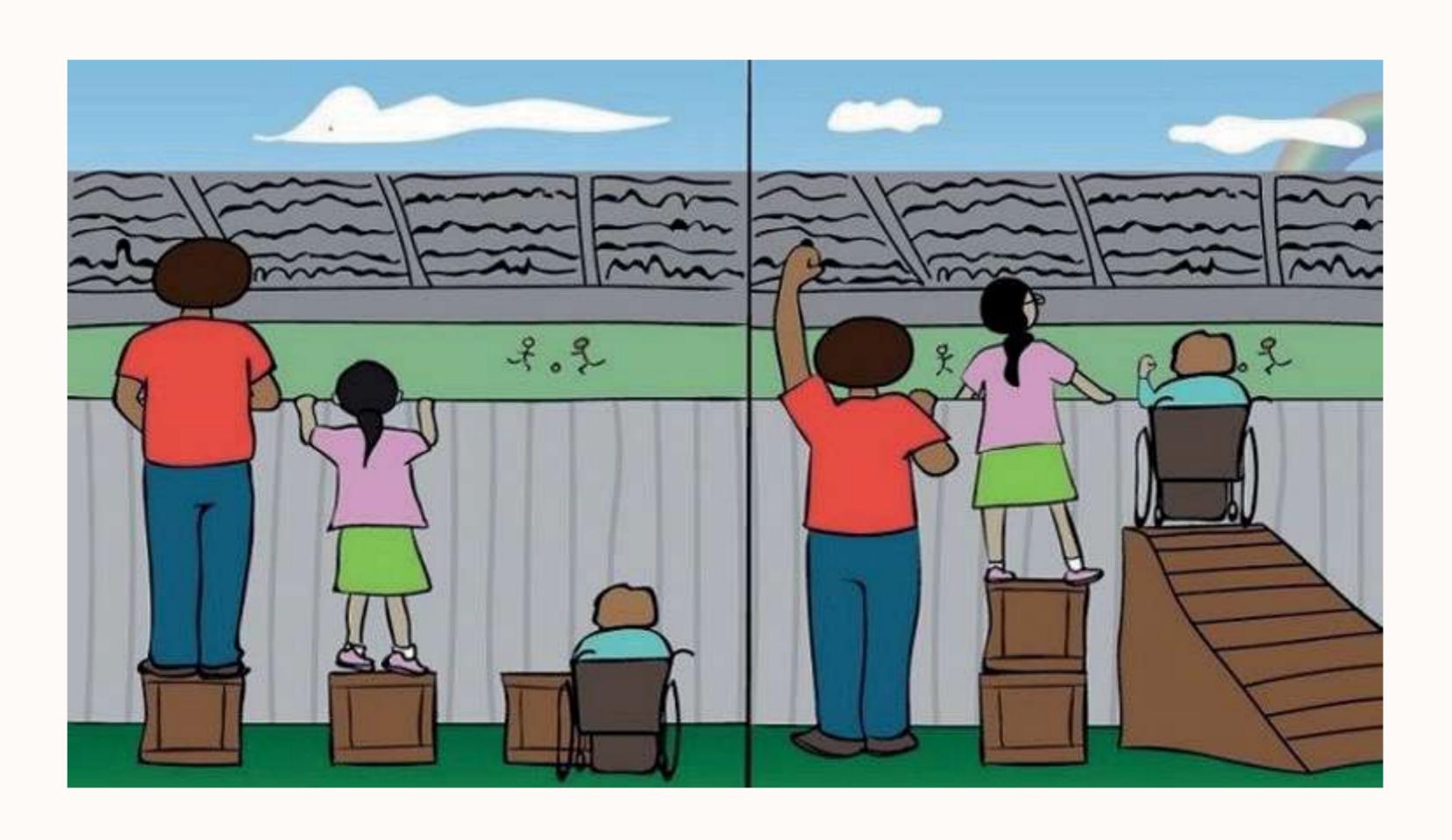


Equality = Equal opportunities Equity = fair treatment and equal outcomes

Cleverly depicted in this illustration, Maryam Abdul-Kareem shows the stark difference between equality and equity.

Equality is dividing the resources (in this case, the boxes) into equal portions. However, equity focuses more on dividing the resources proportionally to achieve a fair outcome.

Although each person has been given an equal opportunity on paper, it's not actually fair when you consider everybody's specific needs.



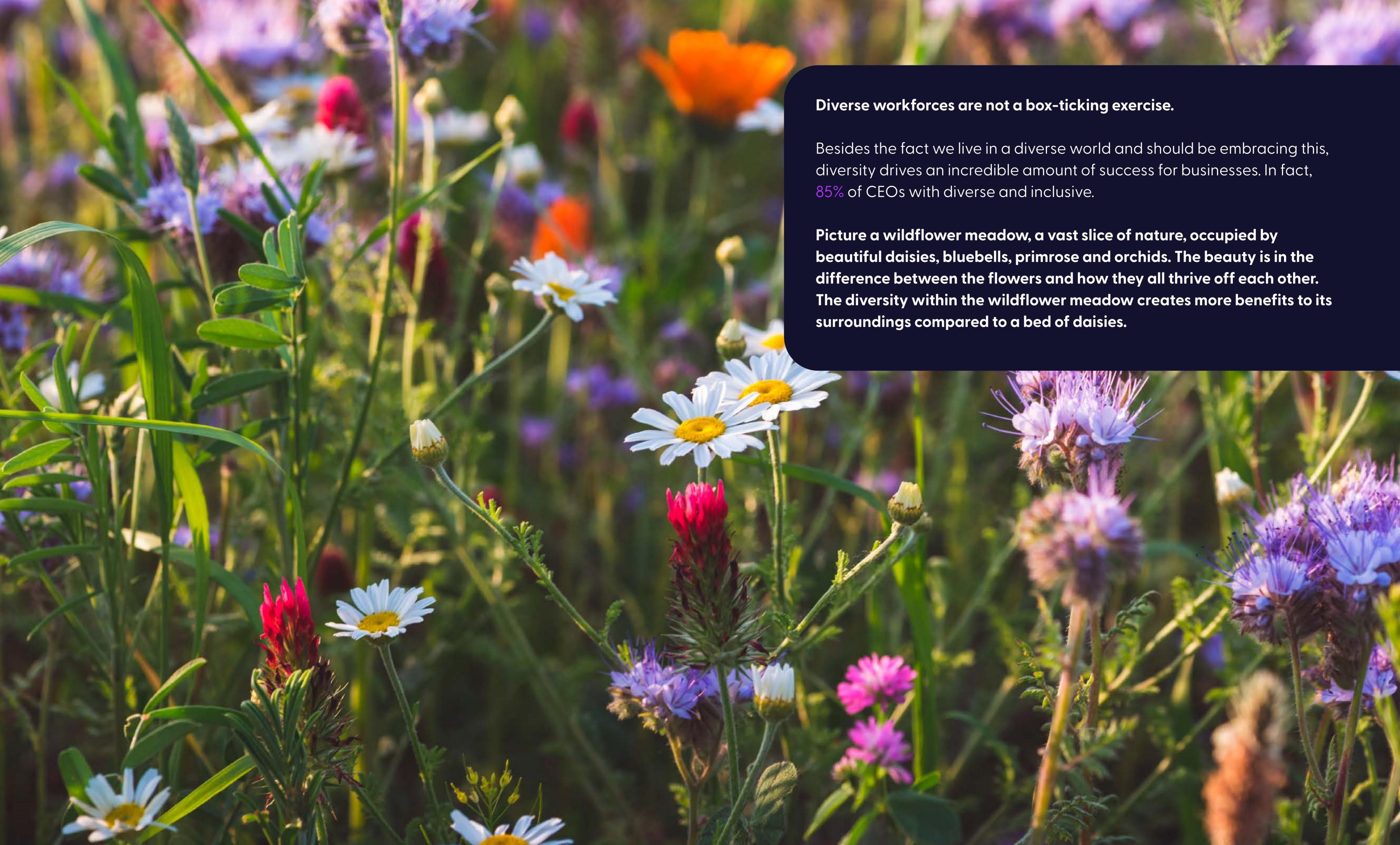


Diversity is the winning solution

Gender identity, race and disability status are types of diversity that people commonly think of first, but it's important to remember there are many elements that make us diverse, including:

- Sexual orientation
- Religious beliefs
- Ethnicity
- Age
- Life experiences
- Geographical location

If you have a 'diversity policy' in your hiring process, are you hiring women, people of colour, Muslims, bisexuals and job seekers with disabilities because "it looks bad that your company is mostly men or non-disabled" or to purely appeal to your diverse customer base? If you are, you may be missing the point.





Embracing diversity = success

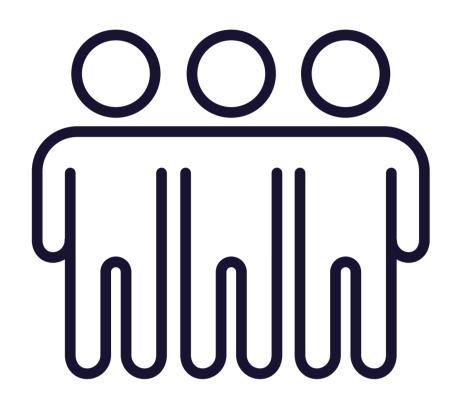
If you have 5 people with similar experiences, similar views, and characteristics, you'll have an echo chamber of similar ideas.

These 5 people will reach similar solutions to problems. They may be good ones, but they are unlikely to be groundbreaking. With non-diverse teams, there are fewer fresh ideas; very little changes, making it harder to succeed. How will you grow if nobody is challenging your ideas and driving you forward?

Mix up your teams with diverse employees, and you'll discover an abundance of creativity, stemming from opinions and ideas. **Growth comes from challenging the status quo, not perpetuating it.**

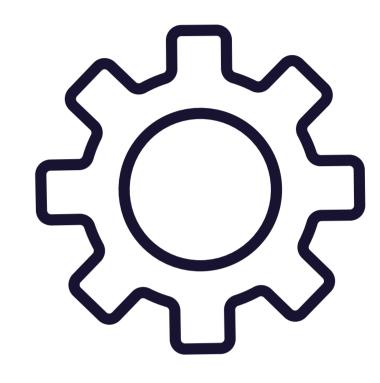
Promoting diversity in the workplace is an ongoing "work-in-progress" and cannot be a one-time thing. A single recruitment drive or a setting in your ATS won't make waves.

For real change to happen, there must be genuine, empathetic buy-in from every leader in your business. Studies show that when companies commit to diverse leadership, they are more successful. And it's not just your workforce, diversity needs to come from the top-down.









43% of companies with diverse boards noticed higher profits and are more likely to achieve long-term growth.

Diverse teams are 87% better decision-makers than individuals.

Company profits can be close to 50% higher when diverse gender identities are well represented in senior leadership positions.

Racially and ethnically diverse companies are 35% more likely to perform better.

Inclusion is not just a buzz word

A diverse workforce does not always mean an inclusive workplace.

Diversity is about the who, the what and the variation in people. Inclusion is the how.

How are you uplifting and listening to your diverse teams? As an employer, how are you ensuring your employee's voices are heard? How are you supporting teams so they feel valued at work? What strategies and processes are you putting in place to amplify your diverse workforce?

Get inclusion right, and you'll watch your company go from strength to strength.

Not only is treating your employees with fairness, listening to them and supporting their values and opinions the right thing to do, it's also a smart business decision. Mix empowered employees with a successfully inclusive workplace, and you are looking at achieving 1.4 times more revenue than competitors.





47% of millennials are actively looking for diversity and inclusion when looking for a job.



80% of job seekers say inclusion is important when choosing an employer.



Over a third of employees say they will leave their current organisation for a more inclusive one.



Hiring in a diverse world: Is your recruitment proces anti-racist?

If you've never reviewed your hiring process through a diversity lens, the chances are it's probably not as anti-racist as you think it is.

Seeking and recruiting diverse candidates without the correct strategy and tools can be detrimental to your hiring process.

There is a hugely diverse talent pool in the UK that is being overlooked due to their background, whether or not they went to an elite university, and sometimes, even their names.

Muslims face a big part of discrimination during the hiring process. Muslim-sounding names on a CV are 3x less likely to get an interview than those with English-sounding names.

The 'Adam and Mohamed' study conducted by Bristol University showed that even with the exact same CV, but one with the name "Adam" and the other 'Mohamad', the 'Adam' CV received triple the number of job interviews.

Are you fuelling racism in your workplace?

Both the society we live in and the UK job market hugely favour white British job seekers: minority ethnic applicants have to send in around 80% more CVs to get a job interview than a white person of British origin.

The COVID-19 pandemic shone a huge light on the systemic racism in the UK, where more than double workers of colour had lost their job as an impact of COVID-19 compared to white workers.

Discrimination against black Britons and those of South Asian origin remains unchanged over almost 50 years, and yet, 93% of white workers believe racial or ethnic discrimination doesn't exist in their workplace – showing that one of the biggest issues surrounding racial discrimination in the workplace is ignorance. We can see progressive change against gender inequality, and yet when it comes to racial inequality, the progress is slow.

How can you remove racial discrimination from your hiring process?

If you've never reviewed your hiring process through a diversity lens, the chances are it's probably not as anti-racist as you think it is.

Tackle your unconscious biases

The first step to addressing potential discrimination is acknowledging that you may well have unconscious biases you're not even aware of.

If you've ever formed an opinion of somebody based on a stereotype – which, let's be honest, most of us have - that's an unconscious bias. By recognising the risks of unconscious bias, you can help avoid discrimination in the workplace. Unconscious bias can also show up in micro- behaviours – the little things we say or do (insults, ignorant comments, facial expressions) show how we view the people around us.

If you want to take the first steps in highlighting and addressing unconscious bias, eLearning courses are a great place to start

Courses like Unconscious Bias and Equality and Diversity mean everybody in the business can challenge those biases together. Even better, for those uncomfortable in classroom settings or group activities, eLearning allows learners to engage at a pace and time that suits them.

Cultivate diversity – from the top, down

Getting buy-in from your business leaders is vital. They must be willing to be empathetic and to push forward for change. Employees must learn and be surrounded by colleagues promoting diversity and know that your company is an inclusive, safe workplace for all.

There is only a 13% ethnic-minority representation in executive teams in the US and UK. Yet, ethnically diverse leadership teams are 36% more likely to experience increased profitability than their competitors.

Adjust your hiring process

Ever heard of blind screening? It's a method within the hiring process to tackle any biases, whether conscious or unconscious, by obfuscating candidates' personal information to prevent influencing decisions.

People with Pakistani, Chinese or Indian-sounding names are 28% less likely to be invited to a job interview than those with English-sounding names.

Having the right tools in place to implement blind screening is vital. Applicant Tracking Systems like Recruit ensure that the hiring process is fair, tackles unconscious bias and helps implement a more diverse workforce.

Use your voice and showcase your diverse teams

If you truly want to embrace diversity and ensure your teams feel seen, make sure you celebrate all holidays. Not just Christmas and Easter, but think about Eid, Hanukkah and Diwali.

Support and promote awareness for Black History Month, Indian Heritage month, Race Unity Day, the Black Lives Matter movement and the dangerous realities of being a black transgender woman in today's society.





Be sure to include quotes, testimonials and images of your diverse workforce on your careers page and throughout your social media to promote how important inclusion is to you, your employees and your business. This makes future employees feel welcome and included before they even meet you.

Are you listening or guessing?

Recruitment tools like Recruit are a fantastic way to streamline the hiring process, enforce blind screening and improve the candidate experience, but the best way to understand what your candidates really want from the hiring process is to **ask them.**

Understanding the candidate's point of view of your hiring process and gaining feedback can help eradicate potential diversity and inclusive issues with your career site, job adverts, the interview process, and even how your brand appears to them.

You might think you have a safe space for diversity to flourish, but does that come across in an interview? On a sales call? At reception? Everyone in the business must nurture the equity, diversity and inclusion mission; otherwise, the 'big picture' may become fragmented.

Putting the "human" in Human Resources

Human Resources are all about people – finding, attracting and retaining people.

Considering that every person is different, it's down to HR and the HR software used to support the employees and teams in your business as effectively as you can, starting at interview and following all the way through the employee lifecycle.

Each person may have different needs. While there are common practises to follow, such as honouring bank holidays, maternity leave, bereavement leave and so on, there is a whole community of minorities with needs that go unnoticed.

Whether due to shame, stigma or feeling like they may be fired, it's likely you have employees that need your support but don't ask for it.

Disability discrimination at work

Approximately 1 in 5 people of working age in the UK have a disability.

It would be easy to make the assumption that 20% of your workforce could be living with a hidden or known disability, but over half of disabled adults in the UK are unemployed. Although this statistic is upsetting, it still goes to show that some of your employees may have a disability that you might not know about.

The unemployment rate for disabled adults is double compared to those who are not disabled. When we think about disability discrimination, we think about disabled workers being harassed, victimised and bullied.





But if your workplace doesn't take the appropriate steps so that disabled workers can have the same access and rights as their non- disabled workers, that is discrimination too.

75% of young disabled people feel physical access to the workplace is a major barrier to finding a job.

By law, an employer must consider reasonable adjustments when they have a disabled employee finding their job difficult or asking for adjustments.

'Reasonable adjustments' can mean many different things and completely depend on the situation, but your business should reduce or remove specific disadvantages for workers with disabilities.

These can include:

- Adjusting the desk or working space
- · Providing extra or more appropriate equipment
- · Adding accessible car parking spaces or rename closer parking spaces to 'disabled parking only'
- Implementing flexible working hours
- · Making sure resources and work materials are accessible in different formats, such as braille, large print and adding closed-captions to videos

Remember, not all disabilities are visible.

Non-visible disabilities include mental health conditions, hearing loss, cognitive impairment, diabetes, chronic pain or fatigue, incontinence, and visual impairments.

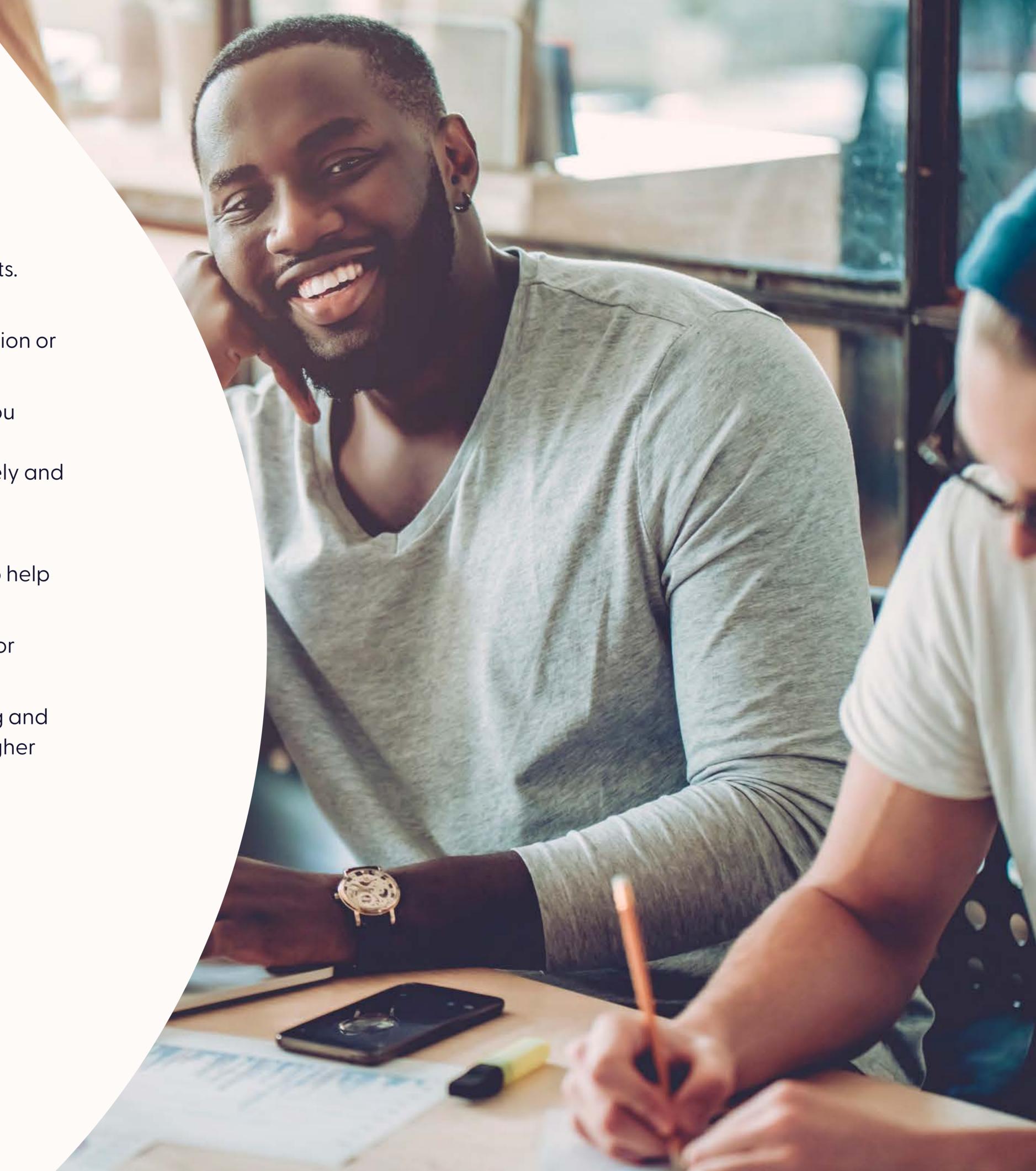
Do you know who has a hidden disability in your company? Are you aware of the additional needs some of your employees may require? Have you asked the question or are you assuming that employees are fully supported based on what you see?

Supporting workers with hidden disabilities can be difficult, so it's essential that you encourage open conversations in the workplace, whether in 1-2-1 meetings with managers or simply fostering an open culture whereby employees can speak freely and feel comfortable with job security.

Start the open communication right from the onboarding process and normalise conversations around disabilities to help employees feel more comfortable and to help build trust.

The benefits of supporting disabled workers, whether their disabilities are visible or hidden, go beyond improving their time at work.

Research by Accenture shows that companies who adopt best practices for hiring and support people with disabilities achieved around 28% higher revenue and 30% higher economic profit margins than their competitors.





5 immediate ways to help your disabled employees feel included:

- 1. Encourage open communication and clearly express that you value employees with disabilities
- 2. Provide disability discrimination and awareness training for management and employees
- 3. Strengthen policies to include flexible- working, working from home and time-off for sickness/hospital appointments
- 4. Listen to disabled workers explore the support they would like & make working life easy for them, without fear of judgement
- 5. Make onboarding and online documents as accessible as possible

The fight for LGBTQIA+ awareness

1 in 4 LGBTQIA+ workers in the UK hide their sexual orientation. 86% of employees that are openly LGBTQIA + say they do not feel fully supported at work.

71% of LGBTQIA+ workers say seeing other LGBTQIA+ employees in leadership positions is vital to helping them thrive, and outward support from their straight employees is just as important.

The growing awareness of gender identity means more needs to be done to ensure non-binary, gender-fluid and transgender employees feel included and safe at work.



Shockingly, 65% of UK transgender employees feel they have to hide their transgender status at work – 32% experienced discrimination in the workplace, and 43% had quit because their work environment was a problem.

Adding preferred pronouns to HR profiles, email signatures, and name badges helps other employees, managers, and customers avoid misgendering an individual.

Encouraging employees to add preferred pronouns normalises the idea of non-binary genders and brings awareness to the problem with assuming an individuals gender based on how they look or their name.

It's important to note that adding preferred pronouns should always be optional. Some employees may not be open with their gender identity; forcing them to announce their gender may make the employee feel excluded rather than included.

Making conscious inclusive efforts to support the LGBTQIA+ community shows you take LGBTQIA+ discrimination seriously - and your business is not the place to create division between employees who may be gay, lesbian, transgender, etc.

Other ways you can support LGBTQIA+ employees:

- Create and promote non-discrimination policies
- Provide gender-neutral toilets and bathrooms
- Establish designated champions workplace allies that can support and listen to LGBTQIA+ employees C Provide eLearning and training for all employees

focusing on The Equality Act, LGBTQIA+ awareness and how to support LGBTQIA+ colleagues

- Celebrate Pride Month, Transgender Day of

Visibility, Stonewall Riots Anniversary, and so many more awareness days

- Take the time to engage with the LGBTQIA+ community – learn how to get involved, whether this is charitable donations, fundraising events, or simply raising awareness



Are your policies hindering your ED&I mission?

Celebrating and supporting ED&I throughout your organisation comprises a number of elements, primarily the attitudes and behaviours of employees.

inclusion, while defining acceptable and unacceptable behaviours in the workplace.

Equal opportunity policies are the most common when it comes to ED&I as they provide headline information on what protected characteristics are, direct and indirect discrimination, and how to create an equal and fair workplace.

Only 55% of workers agree that their organisation has policies that promote diversity and inclusion, so we've outlined specific scenarios where more inclusive policies can support your teams.

Beyond the obvious, other policies you have may be excluding employees in ways you've not considered.

Sickness policy – are you taking into account hospital visits, extra time off, flexible working hours and possible remote working if an employee is suffering with a disability or health problem? Where people have specific health needs, it's important to remember it's not a "one-size-fits-all" policy.

Parental policy – Are you including all parents and carers in your policy by using gender-neutral language and not just explicitly stating "mums and dads". Have you considered same-sex parents, non-binary parents, adoptive and/or carers?

Dress code – are you taking into account certain religions, gender identities and disabilities? Is there a legitimate need for your dress code? Ask employees for their input on dress code and if there are any employee needs that should be met surrounding workplace clothing.

Top tip: keep dress codes generic where possible, rather than prescribing forbidden items or how facial hair should be worn.

Harassment and bullying policy – be sure to include gender-neutral language when talking about workplace harassment and bullying. A survey by the Equality and Human Rights Commission showed that 75% of respondents who were sexually harassed at work were women. Although we know women are more likely to be sexually harassed at work, it can happen to anyone of any gender, so the use of gender-neutral language is important to ensure all employees feel like they can speak up.

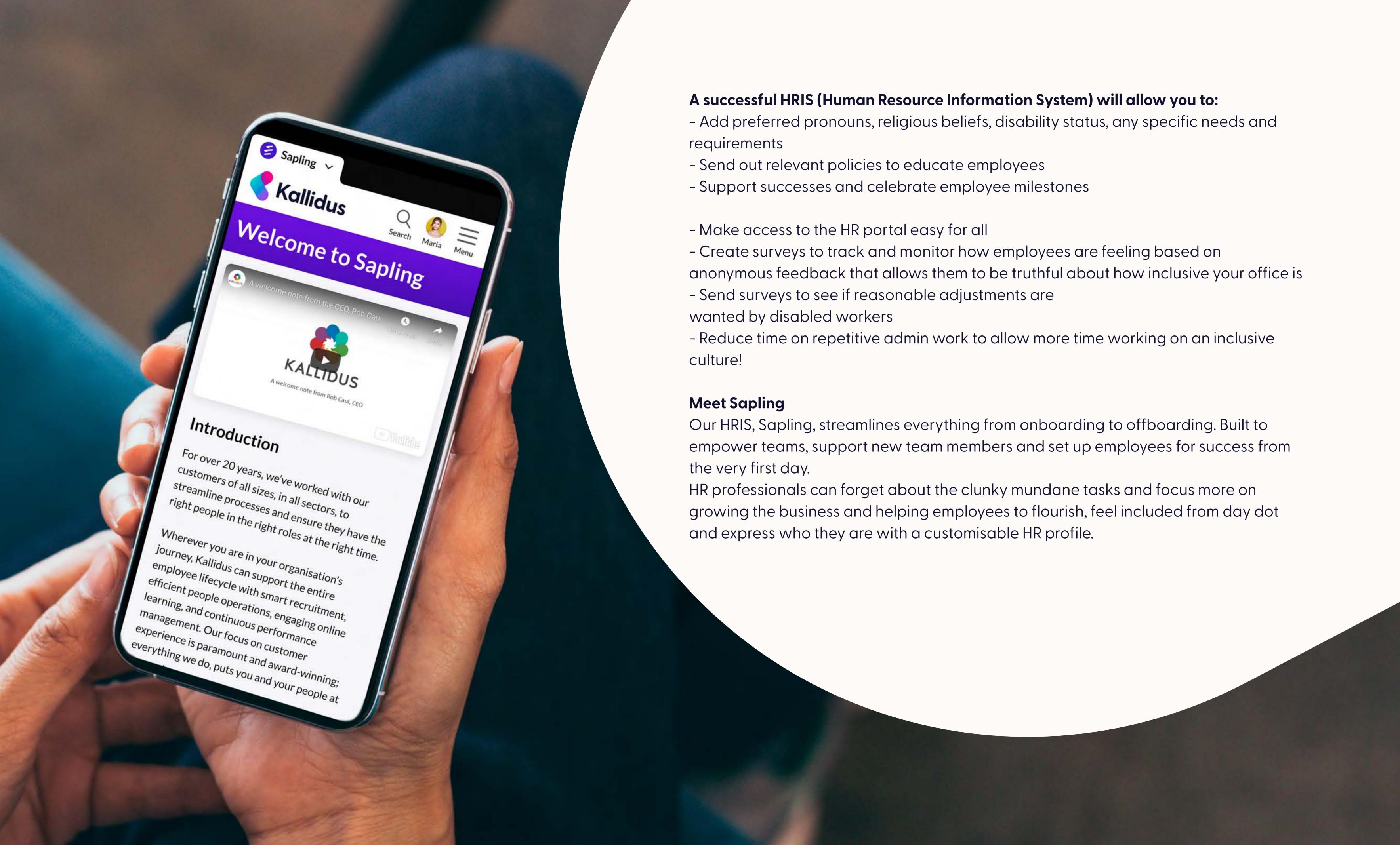
When you consider that 43% of people bullied in the workplace reported that harassment stems from their line manager, it shows the increasing need for a zero-tolerance policy for bullying and all types of harassment.

If you're struggling to strengthen your policies and are unsure of what to include, you can find an ED&I policy template on our 'Tools to help your ED&I mission' page.

Behavioural change is hugely significant in embracing equity, diversity and inclusion – but having the right software and tools to make the process easier can make it all seem a lot less overwhelming.

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The need for inclusive eLearning

eLearning can be an essential tool for upskilling at work.

2 in 3 UK workers will quit their job due to a lack of learning and training.

Learning and growing at work is almost twice as important to workers nowadays as getting a pay increase – this mean you really should be taking learning and development seriously.

Every learner is different. From preferences to time constraints or neurodiversity considerations, it's key to understand different learning styles.

Employees may not have enough time for upskilling during working hours where they have parental responsibilities and work flexi-time, or else they may not have the technical knowledge to fully engage and understand online training.

So, with that in mind, how inclusive is your digital learning culture?

Understanding neurodiverse employees and their learning needs

Neurodiversity refers to the range of differences in individual human brain function, commonly associated with conditions such as autism, ADHD, and dyslexia.

Research by the Office for National Statistics shows only 22% of autistic adults are in full-time work, despite 77% of unemployed autistic adults wanting to work.

Only 9% of employers believe there is a good business case for taking on young people with learning disabilities and autism, but studies show neurodivergent employees increase creativity, lateral thinking and strategic analysis.

There is a common misconception that employing disabled and neurodiverse people will be costly, but there are many small changes you can make as a business to support your neurodiverse employees and help build a more inclusive workplace.

Even when neurodiverse employees are in work, many environmental factors can act as barriers, particularly for those with sensory sensitivity.

How to prevent sensory triggers in the office

Noise levels can often be a trigger for neurodiverse employees. Providing headphones for online learning can help avoid overstimulation and keep learners engaged.

Bright lighting is also considered a source of stress. Consider natural lighting around workers desks rather than bright overhead lighting. If your office doesn't have windows, try using a sun lamp or light therapy lamps to create the effect of natural lighting.

Quiet spaces to work offer neurodiverse employees places to stay focused on their work without feeling too overwhelmed by day-to-day office activities.

Extra support is available for helping neurodiverse employees. For example, Access to Work is a government grant that allows employers to make additional reasonable adjustments such as disability awareness training, transportation fares, special equipment and access to a support worker.

Supporting working parents and carers with training

Over 71% of UK workers want to work remotely – especially after the COVID-19 pandemic. It comes as no surprise that 90% of parents and carers want some form of flexible working.

Whether this is working from home, or flexible hours, there are over 13 million working parents and 6.6 million carers, sometimes parents who are also caring, in the UK who may need additional support from employers.

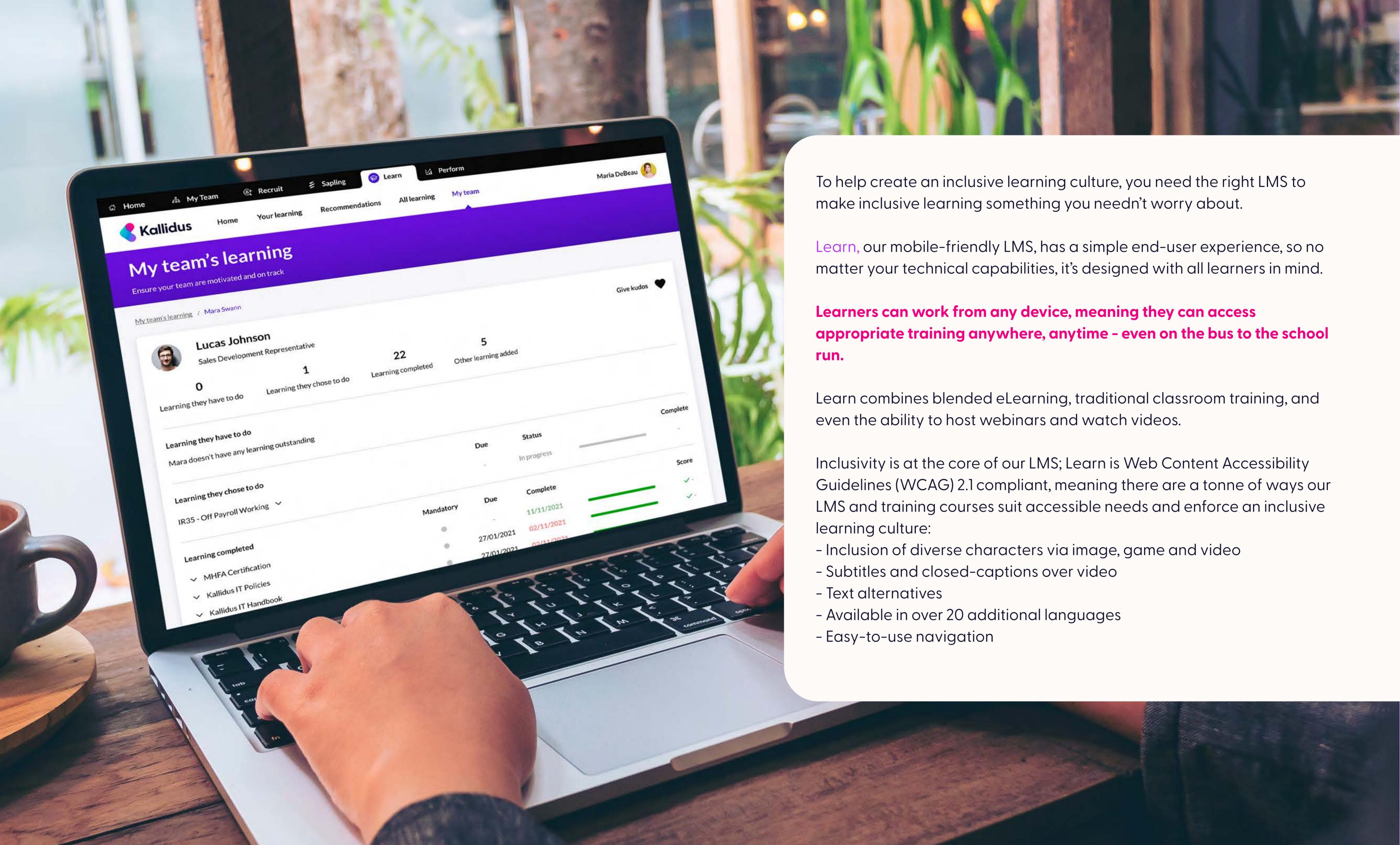
In fact, 59% of working mums say flexibility is the one thing that would help them

most progress their careers. Notably when on parental leave, 62% of all parents say they would seek another job if their flexible working request was turned down by their employer.

We know how much flexible working means to parents and carers – so when it comes to upskilling, online training and eLearning in the workplace, employers must consider that learning is not linear and training can still be achieved in flexhours, to suit employee's home lives.

How to provide workplace training support for working parents and carers:

- Allow parents and carers to learn in their own time, at their own pace
- Provide a mobile-friendly LMS so busy parents and carers can learn on the go
- Create straight-forward career progression plans that are in one place, easy to view
- Encourage open communication about working stresses and mental health
- Offer courses for parents so they're aware of the law around pregnancy, maternity/paternity and the responsibilities of employers not doing this looks like you have something to hide!
- Discuss realistic and/or extended training deadlines to alleviate stress and appropriately manage priorities



Conclusion

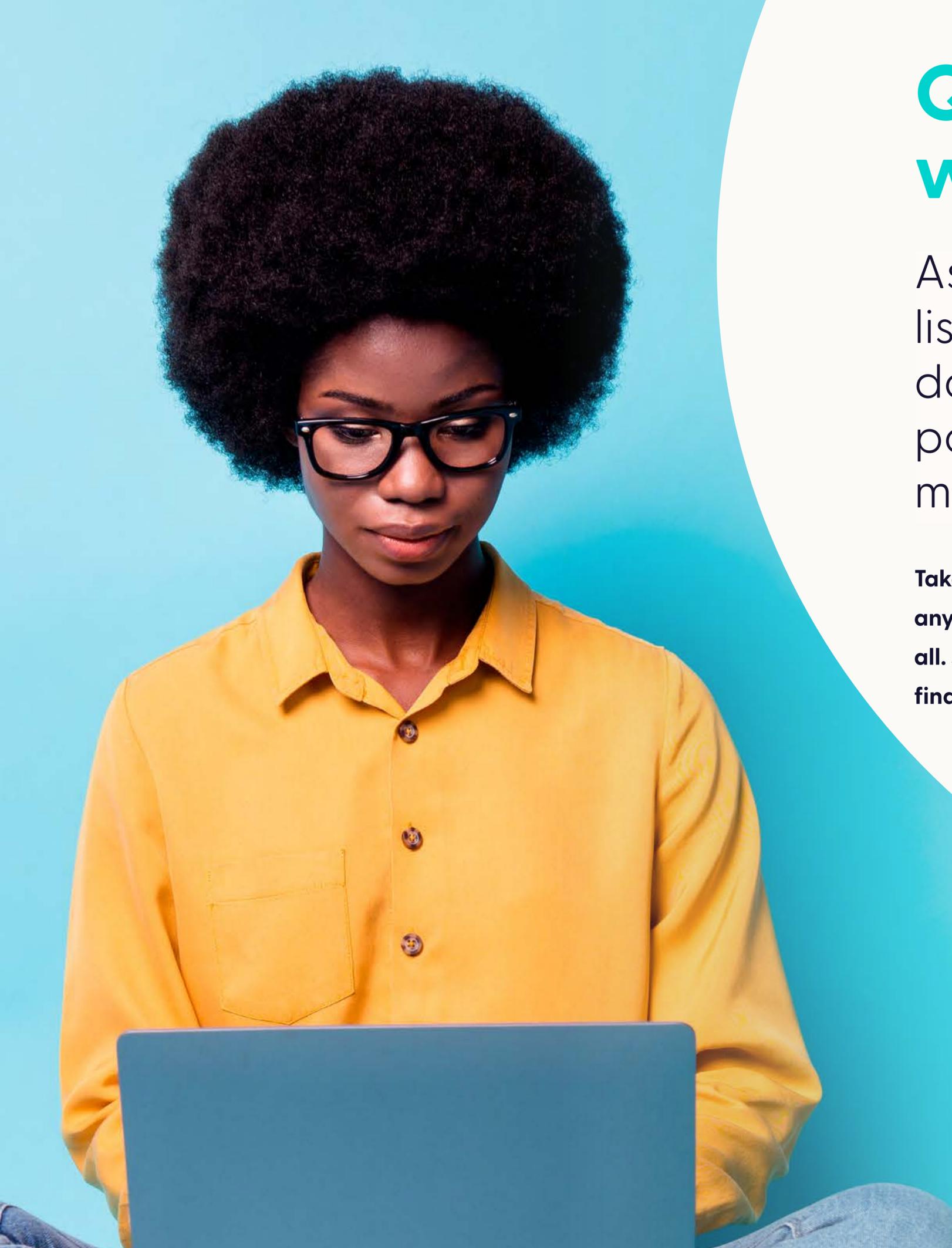
Equity, diversity and inclusion are all incredibly important components to nurturing and engaging your workforce.

There are many tools, resources and support to help workplaces genuinely embrace ED&I. What a wonderful society and workplace we can create when everyone is celebrated, free to express themselves and is valued.

Key suggestions for adopting equity, diversity and inclusion in the workplace:

- Representation matters look to employ the right people, but from further afield and from a broader and deeper talent pool. The talent is there; you just have to find it
- Cultivating the ED&I mission and values from the top
- Education for employees
- Amend the hiring process to tackle unconscious bias and convert job descriptions to gender- neutral language
- Create or strengthen policies to remove discrimination and support parents/carers
- Acknowledge holidays and awareness days
- Offer relevant support whether this is external or internal for disabled workers
- Listen to employees what do they want? How can they be more supported?
- Create an open, safe space where workers can speak freely and know they won't be penalised
- Form a diversity and inclusion committee
- Allow flexible hours and working from home (if applicable)
- Ensure mental health days are included in sick leave
- Make reasonable adjustments for disabled workers





Quiz: How inclusive is your workplace?

Assuming your employees feel valued, listened to and accepted is one thing, but do you have the appropriate measures, policies and behaviours in place that really make your workplace inclusive?

Take our quick quiz and find out how inclusive your workplace really is and if there are any improvements to be made to make your business a fair, equal and safe space for all. Select the closest answer to your workplace and add up your a, b, and c answers to find out how inclusive you are.

You've called a candidate in for a job interview, and they arrive in a wheelchair.

Do you...

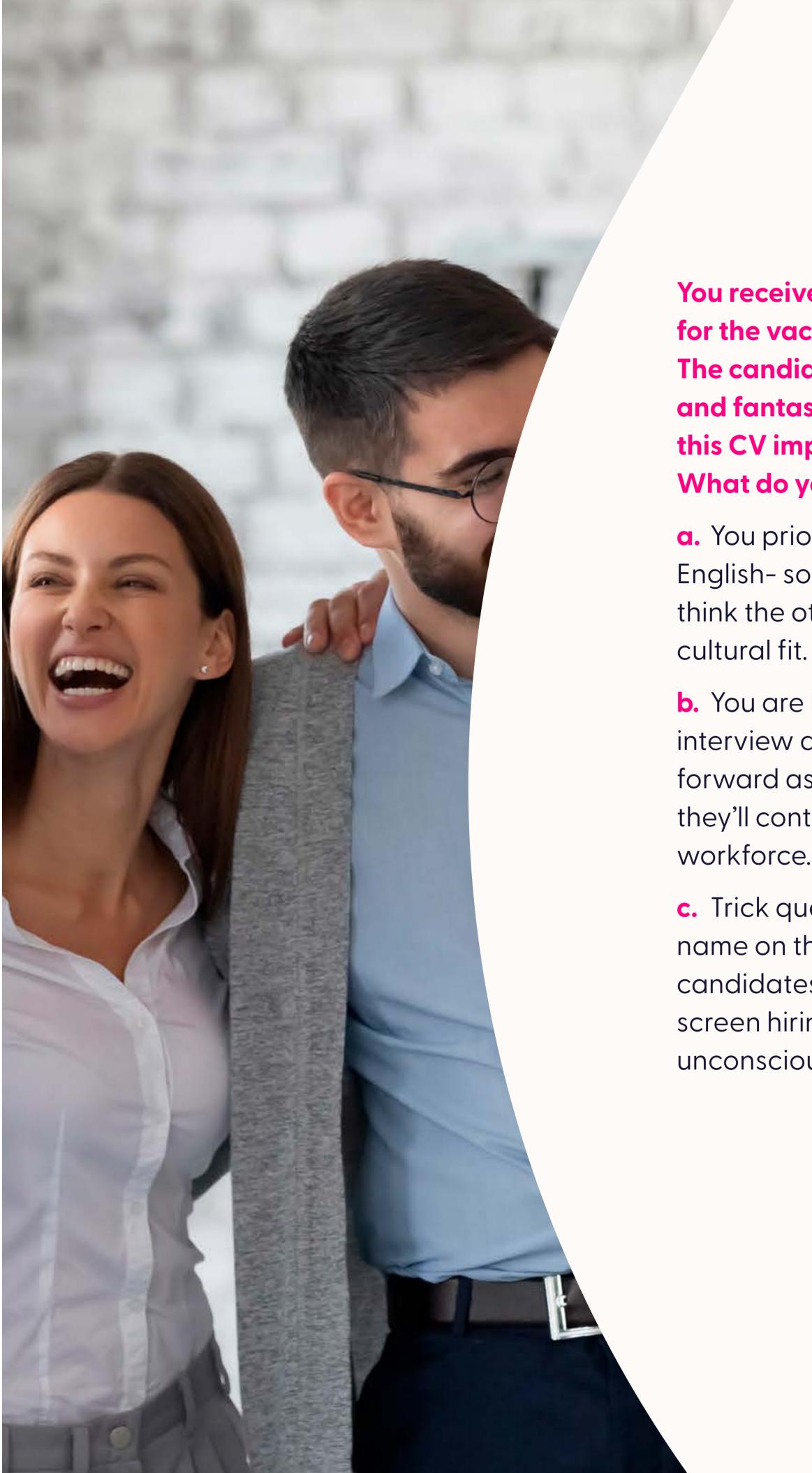
- **a.** Become overwhelmingly worried because the office only has steps leading to the entrance, and the office front door isn't wide enough to accommodate a wheelchair.
- **b.** Feel a little taken aback because they didn't disclose their disability but not too worried about accessibility as there are a few vacant parking spaces right outside the office.
- **c.** Welcome the interviewee with a smile because you already have an accessible office with a wheelchair ramp, wide doors and heightadjustable desks.

You overhear employees gossiping about the suspected sexuality of a new starter, and you hear the use of homophobic language.

Do you...

- **a.** Do nothing. They're just joking around and aren't directly causing offence. The person being gossiped about doesn't need to know.
- **b.** Speak to each employee privately and educate them about the damage of homophobic language and spreading malicious rumours.
- c. Refer to your equal opportunities policy where it states that discrimination against people's sexual orientation is unacceptable and is grounds for disciplinary action. You arrange a disciplinary meeting with those employees as soon as possible.





You receive a CV of somebody suitable for the vacant role in your organisation. The candidate has ample experience and fantastic references. The name on this CV implies a Muslim candidate. What do you do?

- a. You prioritise less qualified CVs with English- sounding names because you think the other candidate won't be a cultural fit.
- b. You are keen to give them an interview and consciously put them forward as a strong contender because they'll contribute to your lacking diverse workforce.
- c. Trick question you don't see the name on the CV because all qualified candidates come through a blind screen hiring process to tackle any unconscious biases.

Jo has arrived late for work a few times over the last month and is becoming more stressed about their child's morning routine. How do you handle this?

- a. You schedule a meeting with Jo to give them a formal warning because this happens too often and costs the business money.
- b. You show Jo empathy about their situation, but make a mental note for when it comes to performance reviews.
- c. Jo comes to you for support because you encourage open communication. You remind Jo the company offers flexible working and can alter their hours to work around their home life.

An employee's quality of work has dropped, and they are becoming noticeably withdrawn. How do you approach this situation?

- a. You remind them that clients come first, and strict deadlines can't be missed, so you encourage them to perk up and leave their personal problems at home.
- b. You don't ask questions but remember it's Mental Health Awareness week soon, so you print posters and resources to stick around the office.
- c. The employee's HR profile notes previous experience with mental health issues. You remind them that the company's sickness policy covers mental health sickness, and you point them in the direction of an internal Mental Health First Aider.



How inclusive is your workplace?

Mostly A

You've got some work to do.

It seems your workplace is stuck in the dark ages. You're known to make opinions based on stereotypes and aren't fully empathetic about employee's personal lives.

There are improvements to be made, but fear not, there are lots of immediate quick wins to help adopt an inclusive workplace.

Mostly B

Almost there!

You're aware of the need for a diverse workplace, but your actions aren't always authentic and genuine.

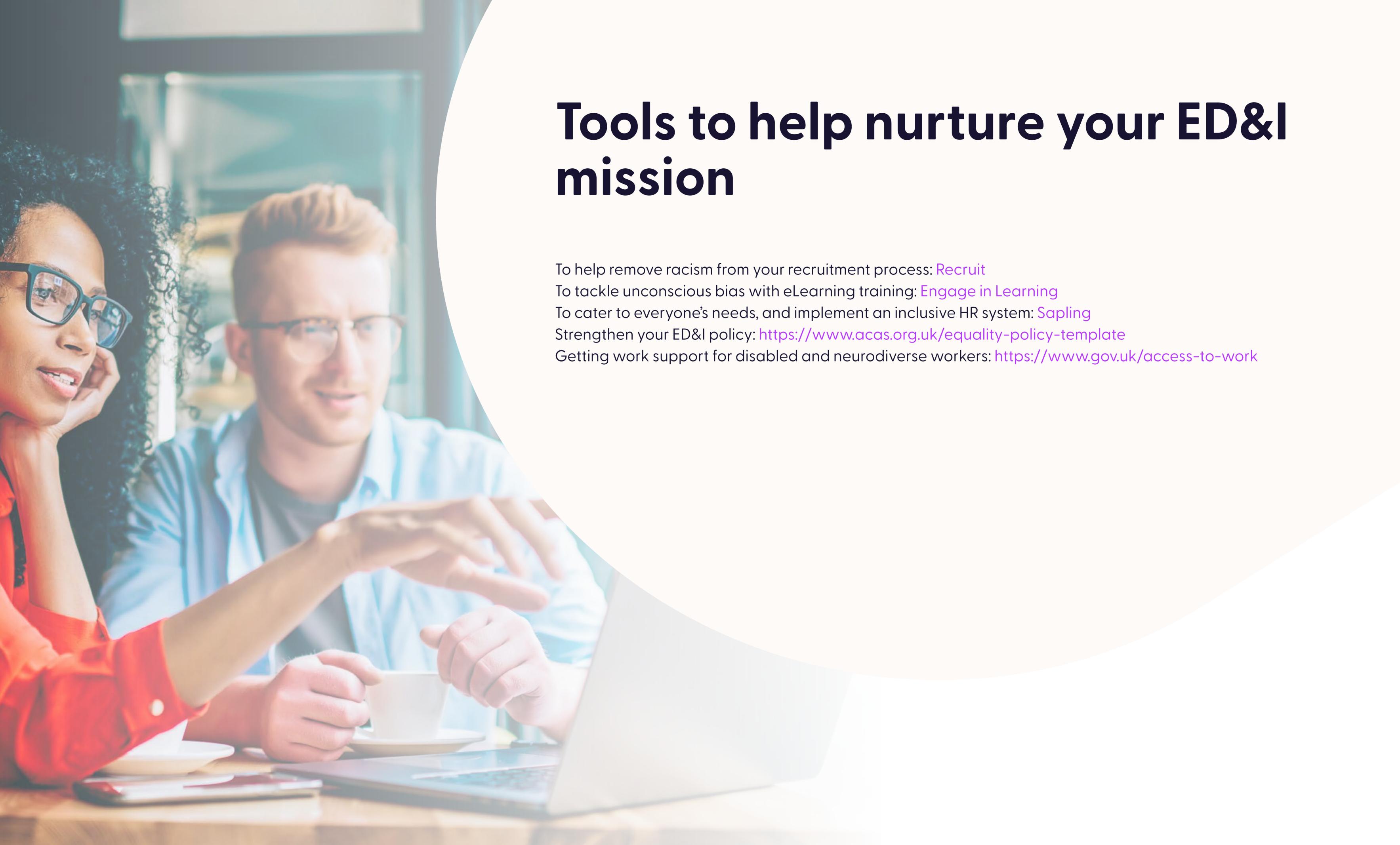
It's great that you want to have a diverse workforce and want to challenge discrimination, but remember that the business shouldn't come before the wellbeing of employees.

Mostly C

Someone's showing off...

You make conscious efforts to amplify employee's voices and encourage open conversation. You are challenging unconscious bias from your hiring process to your daily life.

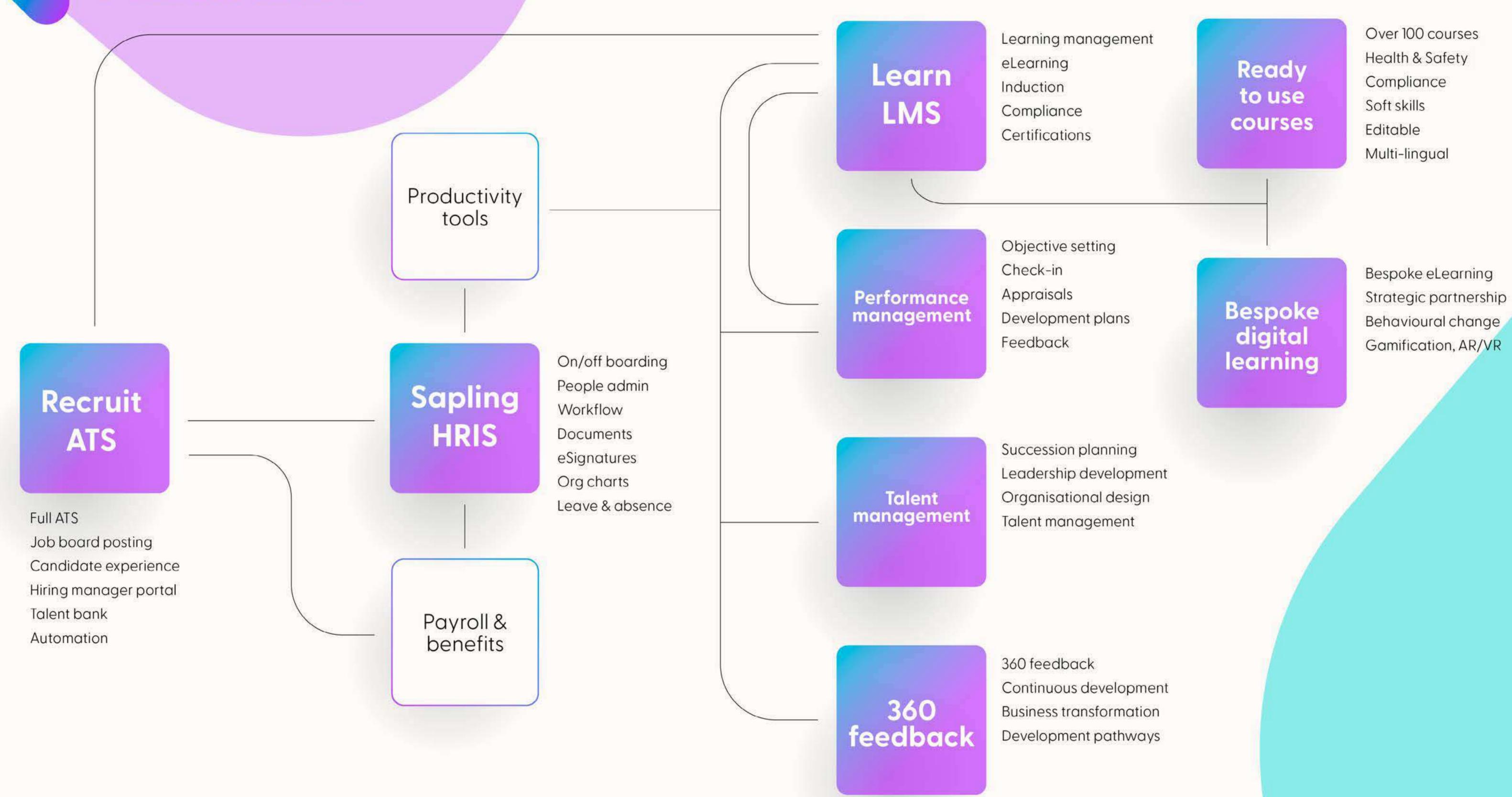
Next steps: ask employees how they feel about your inclusive workplace and if there is any additional support they need.



We support people success at every stage of the employee lifecycle.







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SPEAK TO OUR EXPERTS

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