

INCLUSION 2022

GETTING YOUR DEI STRATEGY OFF PAPER AND IN PERSON:

LESSONS IN INNOVATION FROM COMPANIES
THAT ARE REAPING THE BENEFITS OF ACTION

Presenters:

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SAN DIEGO, CA & VIRTUAL | OCT 24 - 26

OBJECTIVES

- ✓ Discover how innovation principles can accelerate DEI progress.
- ✓ Learn how leading companies have leveraged innovation principles for better DEI outcomes.
- ✓ Identify where your organization can leverage DEI innovation principles.
- ✓ Leaving with Individual, Tangible Ideas for Your Organization.



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AGENDA

- ✓ Why Were Not Moving the Needle with DEI
- ✓ Innovation Principles Explained
- ✓ Innovation Threats
- ✓ DEI Innovation in Action
- ✓ Working Session

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Innovation

KEY CONCEPT

Diverse Leads to Greater Innovation; and Innovation
Drives Improved Diversity.



Diversity



WHY WE'RE NOT MOVING THE NEEDLE WITH DEI

FIXED PRACTICES

Reluctance To Let Go of Fixed Practices

- ✓ "Change takes a long time"
- ✓ "We've tried a diversity program before"
- ✓ "We already have a Chief Diversity Officer"
- ✓ "Changing HR recruiting systems is expensive"

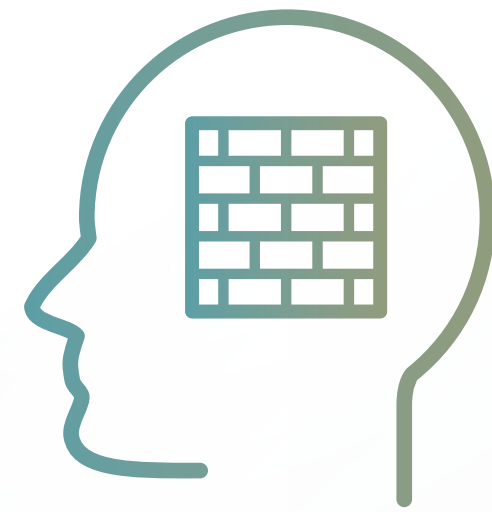
WHY WE'RE NOT MOVING THE NEEDLE WITH DEI

FIXED ATTITUDES

Continued Pervasiveness of Ingrained Personal Ideas and Beliefs



FEAR



INDIFFERENCE



DENIAL



ANGER

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WORKING SESSION: PART 1

DESCRIBE TIMES, IN YOUR OWN EXPERIENCES, ANY OPPORTUNITIES OR EXAMPLES WHERE INNOVATION IN DEI WAS NEEDED.

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FIVE CULTURAL CHARACTERISTICS NECESSARY FOR INNOVATION HELPS COMPANIES MOVE FORWARD.



INNOVATION PRINCIPLES EXPLAINED

COURAGE

- ✓ Showing strength in the face of pain
- ✓ Taking an action that is frightening or unpleasant



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INNOVATION PRINCIPLES EXPLAINED

RISK TAKING

- ✓ Something new; unknown
- ✓ Requires a departure from what is safe



INNOVATION PRINCIPLES EXPLAINED

TRUST

- ✓ Mutual respect
- ✓ Shared values
- ✓ Colleagues will act in benefit of organization



INNOVATION PRINCIPLES EXPLAINED

COLLABORATION

- ✓ People share their unique backgrounds towards goals



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INNOVATION PRINCIPLES EXPLAINED

LEADERSHIP

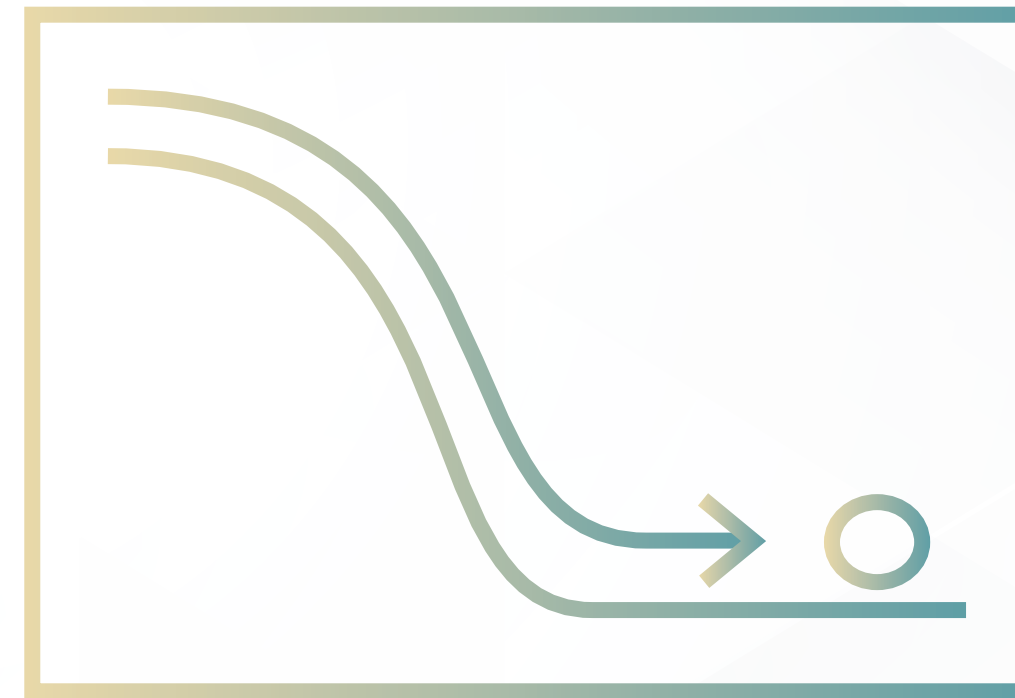
- ✓ Leaders' role crucial in innovation thriving



INNOVATION THREATS



**INNOVATION
LOW PRIORITY**



INERTIA



ARROGANCE

DEI INNOVATION IN ACTION

- ✓ **Case Study: Citibank**
- ✓ **Key Challenge: A shortage of qualified, entry-level tech talent**

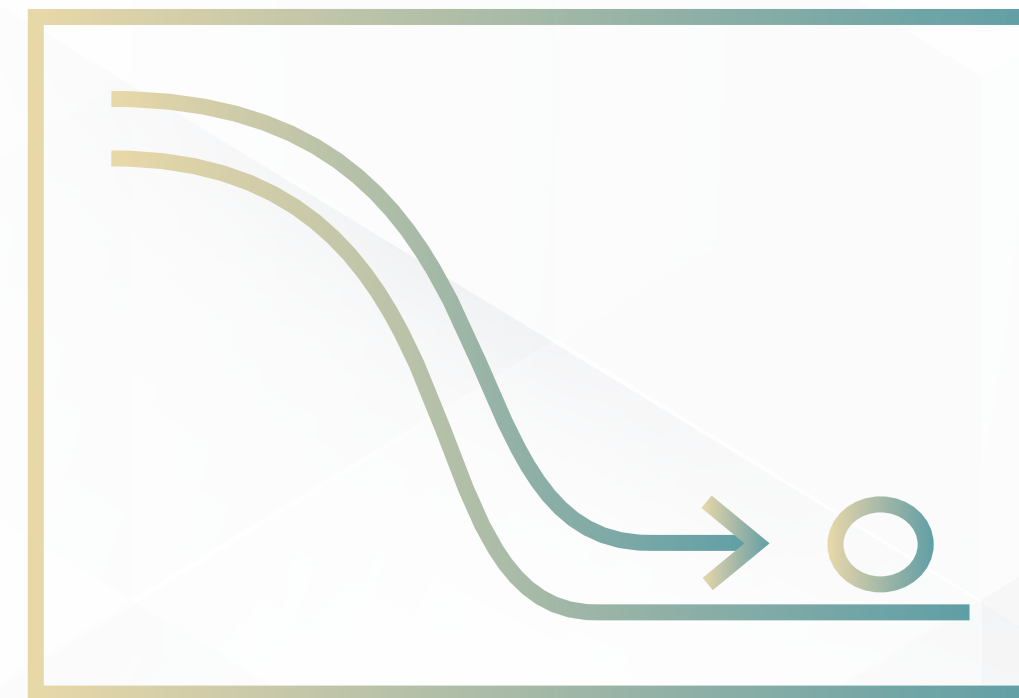
The Citibank logo is displayed in white text against a background of overlapping, semi-transparent geometric shapes in various shades of brown, orange, and red. The logo consists of a stylized white arch above the word "citibank" in a lowercase, sans-serif font.

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DEI INNOVATION IN ACTION



"We can do better."



Overcoming Inertia

DEI INNOVATION IN ACTION



"It's Personal"



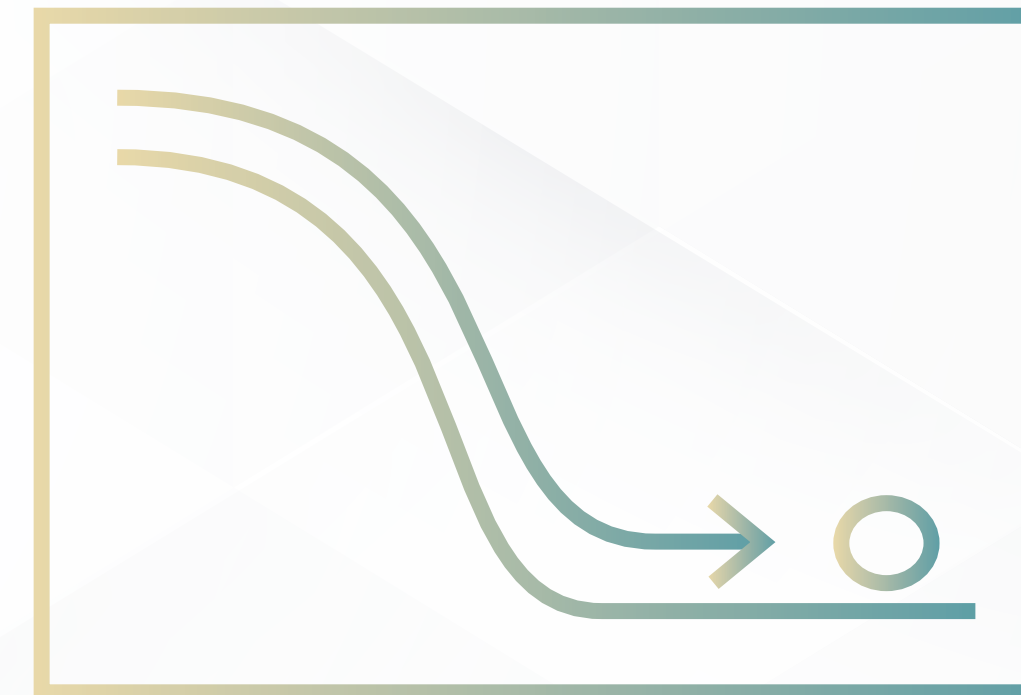
Courage

DEI INNOVATION IN ACTION

Humility To Fix What Isn't Working



Trust



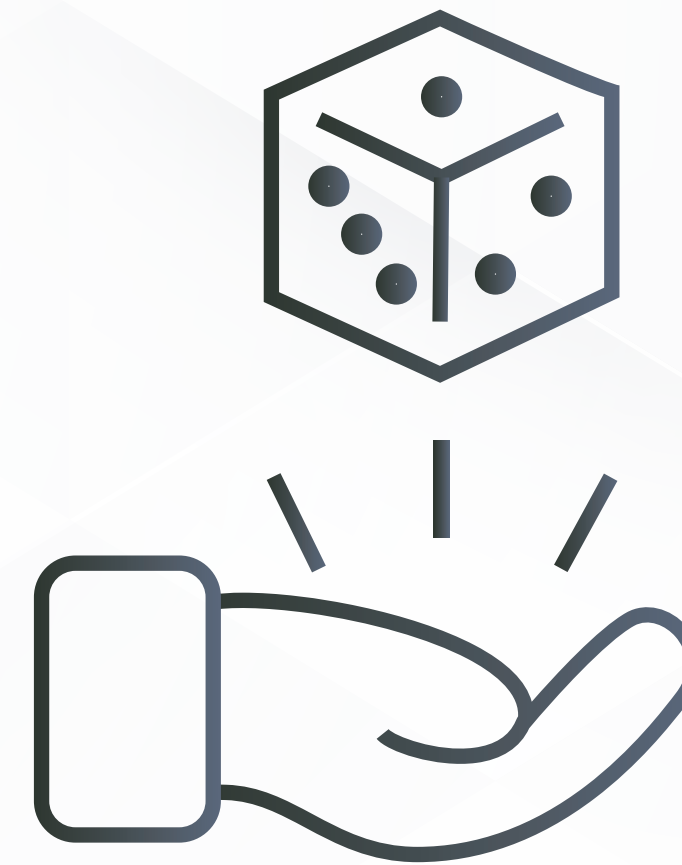
Overcoming Inertia

DEI INNOVATION IN ACTION

Relentless Commitment to Getting
The Best Solutions



Collaboration



Risk Taking

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DEI INNOVATION IN ACTION

- ✓ Opened Doors to New Partnerships
- ✓ "Trickle Up Effect"
- ✓ Success!

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WORKING SESSION: PART 2

**IN YOUR OWN EXPERIENCES, WHERE HAVE YOU SEEN INNOVATION
PRINCIPLES APPLIED TO DEI?**

WHERE WOULD YOU LIKE TO SEE INNOVATION APPLIED TO DEI?

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WORKING SESSION: PART 3

WHAT OPPORTUNITIES DO YOU SEE WHERE DEI
CAN BE FURTHER APPLIED TO YOUR DEI PROGRAM?

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WORKING SESSION: PART 4

WHAT ARE SOME STRATEGIES AND TACTICS YOU
CAN EMPLOY TO MINIMIZE INNOVATION THREATS?

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CLOSING REMARKS

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Bertina Ceccarelli and Susanne Tedrick



Innovating for Diversity

Lessons from Top Companies
Achieving Business Success
through Inclusivity

WILEY

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