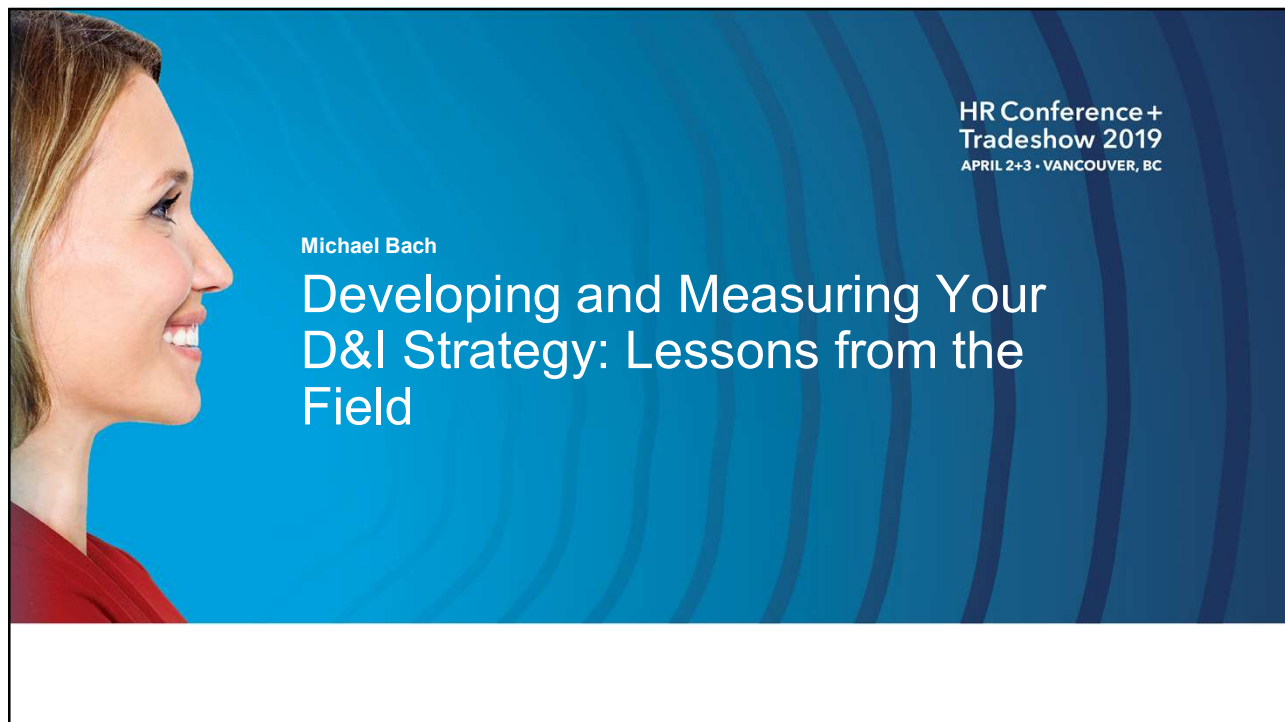




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Honouring traditional territory

Traditional Territories:

- Hul'qumi'num Treaty Group
- Katzie
- Métis
- Pacheedaht
- Sinixt
- Skwxwú7mesh Úxwumixw
- Sto:lo Treaty Association
- Tahltan
- xʷməθkʷəy̓əm

Treaties and Agreements:

- Tsawwassen

First Nations:

- Squamish Nation
- New Westminster/Qayqayt First Nation
- Tsleil-Waututh Nation



<https://www.whose.land>

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About CCDI

The Canadian Centre for Diversity and Inclusion is a unique national charity dedicated to diversity and inclusion, with a focus on workplaces.

We provide:

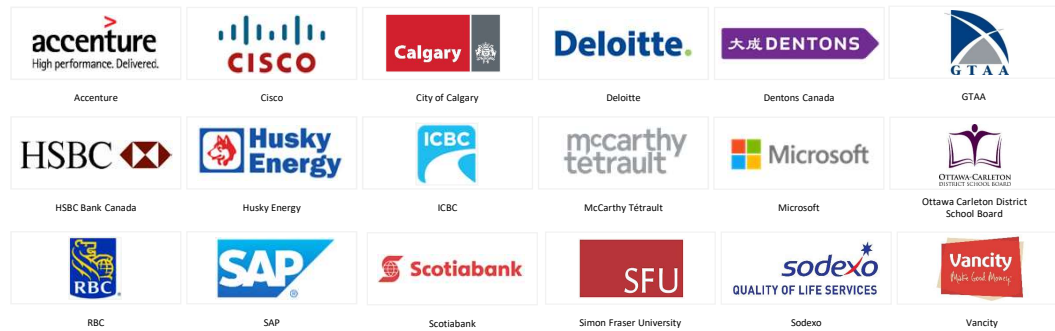
- Networking & learning events in 18 cities across Canada,
- 9 conferences per year,
- Webinars (48 per year in English and French),
- Canada's largest eLibrary on diversity and equity,
- Cutting edge new research reports and toolkits (free at www.ccdi.ca),
- Certified Canadian Inclusion Professional designation.

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Founding Employer Partners

CCDI wishes to acknowledge and thank our Founding Employer Partners, without whose continued support we would not exist.



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210+ Employer Partners to date

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Your presenter: Michael Bach, CCDP/AP

- Background in Consulting and Business, primarily in IT
- 8 years with KPMG
 - Started in IT Consulting
 - Wrote the business case for role
- 20+ years experience with community organizations
- Post Graduate Certificate from Cornell University in Diversity Management
- Hold the designation Cornell Certified Diversity Professional / Advanced Practitioner
- Twitter: @diversity_dude

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Recognition:

- 2012: *Women of Influence's* Canadian Diversity Champion
- 2011: *Catalyst Canada Honours* Diversity Executive
- 2011: *Women of Influence's* Canadian Diversity Champion
- 2011: *Inspire Award* LGBTQ Person of the Year
- 2011: *Leaders to be Proud of* LGBT Advocate Workplace
- 2010: *Canadian HR Reporter* Immigrant Success Award
- 2009: *KPMG* CEO Community Excellence Award

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Agenda

- Five Key Areas
 - Business case
 - Assessment
 - Strategy
 - Measurement
 - Key indicators
- Questions

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Business Case

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What is a business case?

- Short written document
 - Living, breathing document
- Answers the 'what' and 'why' questions



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Why do you need a business case?

- Explains 'what'
 - What is diversity and inclusion?
- Explains 'why'
 - Why does it matter?
 - Why are you spending money on it?
- Guides your actions
- Proof



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What does a business case include*?

- Executive Summary
- Scope, Context and Definitions
- Situational / Stakeholder Analysis
- Organizational Impacts / Business Imperatives
- SWOT Analysis
- Legal Frameworks and Ramifications

** Depends on the organization*

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Key considerations and resources

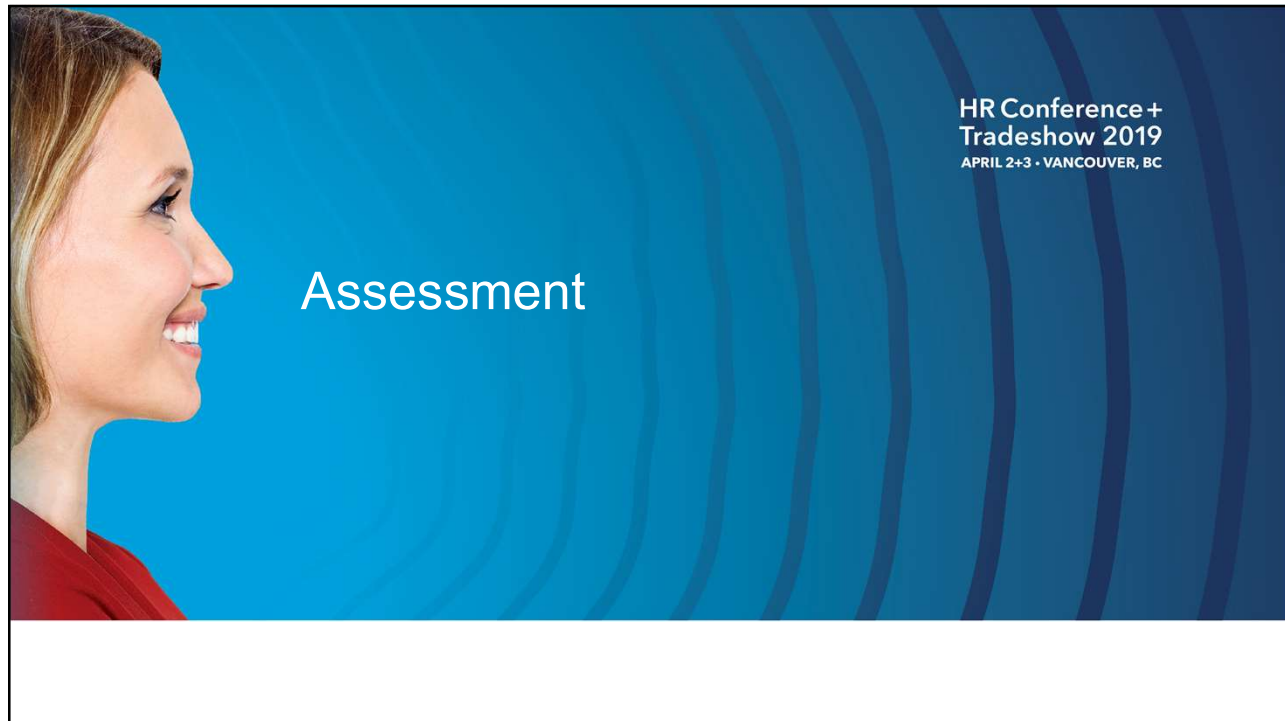
- Does not include the 'how'
- SHORT
- Should make the case to anyone that reads it
- Must speak the language of your organization
- "The right thing to do" is not a business case
- Use Data!

Developing the ironclad business case for diversity and inclusion
<https://case.ccdi.ca>

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What is an assessment?

- Explains 'current state'
 - Who are your people?
 - How do your people feel about working for you?
 - How do your leaders perceive the organization?
 - How do your people perceive the organization?
 - Are these two things aligned?
 - How does the community perceive the organization?
 - How does your suppliers perceive the organization?



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Why do you need an assessment?

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What could be included in an assessment?

- Demographic survey
- Inclusion survey
- One-on-one interviews (with senior leadership)
- Focus groups (with 'underrepresented groups')
- Leadership assessments
- Media scan
- Literature review
- Community townhalls
- Supplier survey

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What will an assessment tell you?

- Who your people are
 - Are your employees representative of your community and/or available talent?
- How your people feel
- How your leaders think
 - Is what your leaders think aligned with how your people feel?
- Burning issues
- How the community feels about you
- How your suppliers feel about you



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Key considerations and resources

- Internal vs external
- Exceptional, transparent communication is the most important aspect of a successful assessment.
- Privacy and anonymity are also of paramount importance



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What is a strategy?

- Answers the 'how' question
- Takes direction from the assessment
- Action



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What is included in a strategy?

- Short-, medium- and long-term actions
- Key performance indicators
- Measurement mechanisms
- Accountabilities

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Key considerations and resources

- Must speak the language of your organization
- Must be aligned with organizational goals
- Need appropriate budget and resources
- Each objective should have a clear measurement
- Objectives must be SMART:
 - Specific
 - Measurable
 - Attainable
 - Realistic
 - Time-based

Toolkit for Developing a Diversity and Inclusion Strategy
<https://strategy.ccdi.ca>

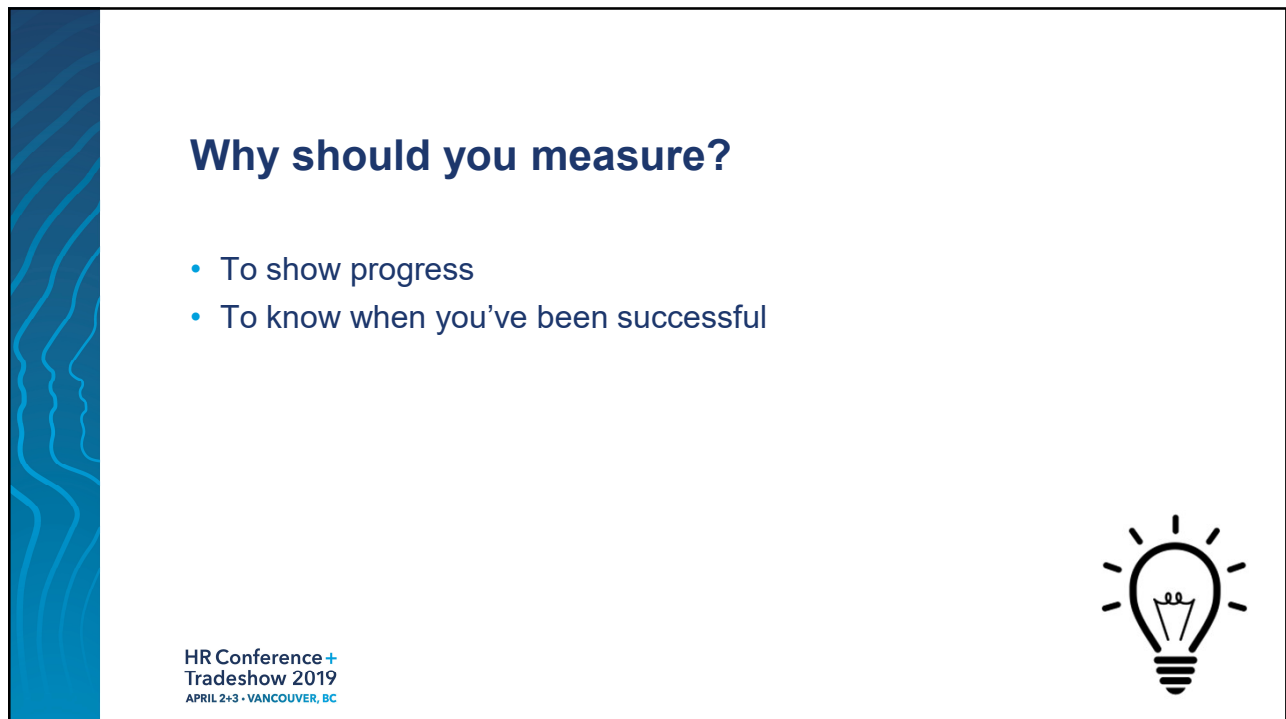
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What should you measure?

- Relates back to strategic objectives
 - Demographics
 - Applicants
 - Hires
 - Promotions
 - Inclusion \ Engagement
 - Financial performance
 - Customer satisfaction
 - Supplier satisfaction
- Turnover \ retention
- Performance ratings

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Key considerations and resources

- Use existing tools and data where possible
- Don't over-complicate things
- Measure regularly
- You can ask whatever you like under certain conditions
 - Privacy statement
 - Why
 - Who
 - Where
 - Will not impact employment
 - Clear purpose

Measuring the Return on Investment of Diversity and Inclusion
<https://measure.ccdi.ca>

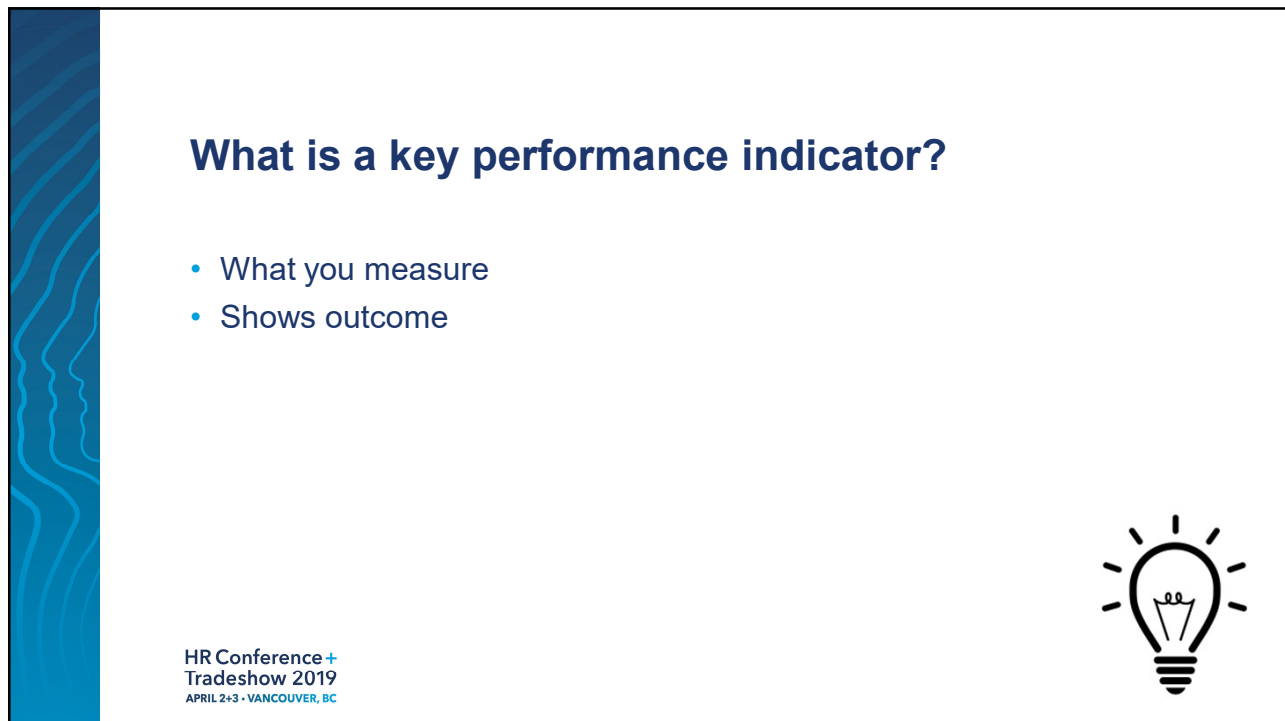
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What KPI should you include?

- Demographic representation
- Inclusion \ engagement scores
- Promotions
- Turnover (voluntary and involuntary)
- Performance Ratings
- Financial

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Key considerations and resources

- Must speak the language of your organization
- Completely dependent on strategy
- Must have accountability

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Five key components to success

- Business case
- Assessment
- Strategy
- Measurement
- Key indicators



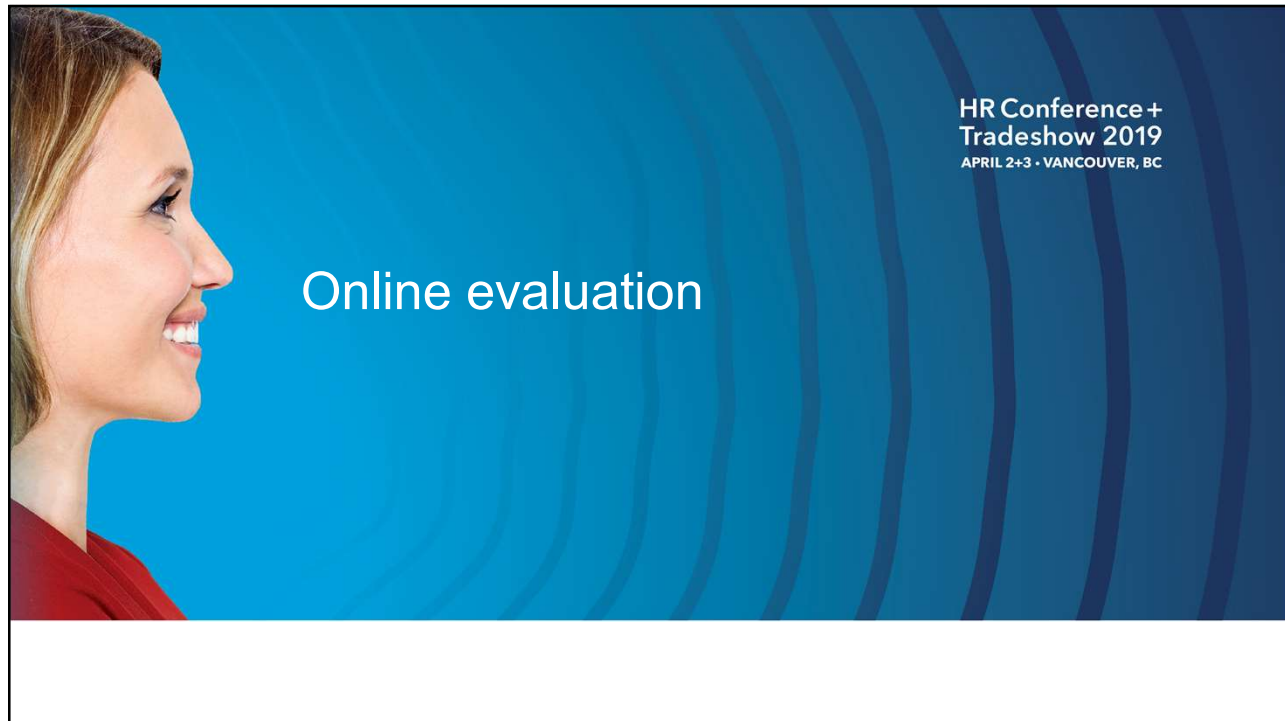
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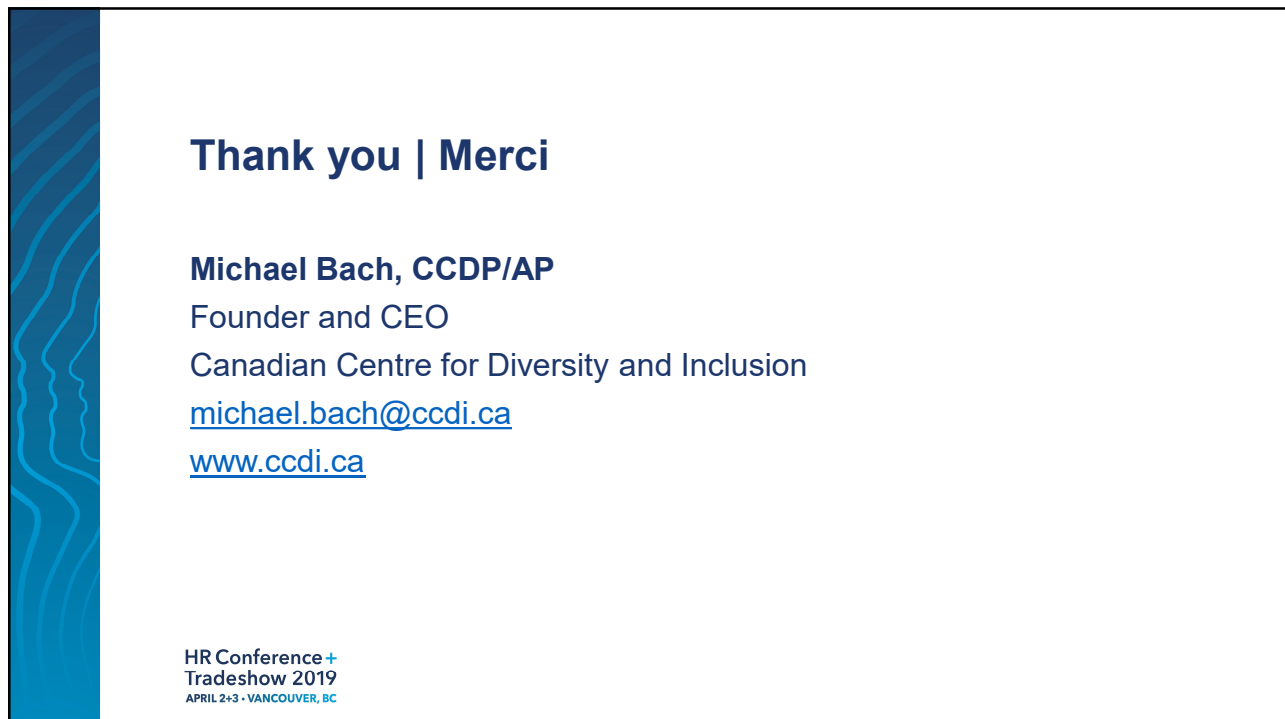


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