



[di-ver-si-ty] *noun*: individual and group/social differences that can be leverage to succeed in multiple areas and fields

[in-clu-sion] *noun*: purposeful and continued engagement with individuals of diverse backgrounds

[be-long-ing] *noun*: a connection to an organization or group that makes individuals feel that they are genuinely valued, relied upon, empowered, and that they matter

so WHAT IS *INCLUSION DESIGN* ?

Inclusion design is a best practice that should be integrated into company culture and policy design, with the intended goal to increase diversity in the company, and embracing that diversity and including and integrating all employees into a workplace environment that supports, respects, encourages, and embraces the participation and contribution of all employees.

HOW CAN I INTEGRATE **INCLUSION DESIGN** INTO MY ORGANIZATION?

Self-Evaluation

It is important to determine where the company currently ranks in terms of diversity and inclusion. This not only includes looking at the demographics of an organization, but also surveying employees to evaluate how they feel about the state of diversity and inclusion in the company.

Set Tangible Goals

Having clearly stated goals is integral to integrating inclusion design into an organization. This requires input from all members of the organization, from stakeholders to employees. Giving all members a voice is, arguably, the first step to inclusion design.

Transform Human Resources

Traditional HR models are a sunk cost. Involving HR in the transformation of a company's work access through innovative piloting models can move HR beyond its traditional role, giving the department an active role and an investment in inclusion design.

Create Programs

Put your money where your mouth is and invest in policies and practices that promote diversity and inclusion in your organization.

WHY DOES INCLUSION DESIGN MATTER?

From an economic standpoint, companies that prioritize diversity and inclusion are more prosperous. According to a 2018 study conducted by Gartner, **highly inclusive organizations generate 2.3 times more cash flow per employee, 1.4 times more revenue, and are 120% more capable of meeting financial targets.** As I often say, "If it don't make money, it don't make sense." For organizations, inclusion has a bottom-line impact for business.

Aside from having positive financial benefits, inclusive work environments are more conducive to a better company environment overall. **Additionally, the changing demographics of the population of the United States will necessitate a change of the workforce population.** Organizations should work toward being proactive in including underrepresented populations, instead of reactive, lest they be left behind — something that may lead to an eventual demise to said organizations.