

BIZ  **LIBRARY**

DEI Playbook:

Your 101 Guide for
Creating a Culture
of Belonging
and Allyship



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Welcome!

Welcome to the Diversity, Equity, and Inclusion (DEI) Playbook, your guide to creating a workplace that is supportive of its workers that come from different backgrounds! This comprehensive guide will walk you through topics to train on when creating a more inclusive environment. We've got suggested content, group and individual activities, and more!

The recommended content titles referred to in this guide can be found in The BizLibrary Collection. Before the start of your program, we recommend you assign these courses to your learners via your company LMS. This provides them with easy access to the content and gives you valuable reporting data to measure participation and training effectiveness.

BizLMS also offers grouped content in the form of Learning Initiatives and curated content learning paths! These carefully crafted lists offer additional resources and suggest related areas important to your training goals. You can learn more about what learning initiatives are and how they can enhance your training program by watching the video linked [here](#).

We highly recommend using both the content and activities included in this guide for an optimal training experience. The content and activities can be tailored to your company's specific needs and are meant as a starting point for training the employees in your organization.

Along with the suggested content provided in this guide are activities that encourage deep personal reflection and promote higher information retention. Activities and reflections are useful because they help learners discover the potential and direct impact of creating an inclusive culture.

Let's get started!



Use Case

How can the DEI Playbook guide your employees to higher levels of understanding and compassion toward their coworkers?

Now more than ever organizations are prioritizing DEI efforts. This can lead to many positive impacts like your employees feeling more welcomed and accepted, which helps with creating a psychologically safe workplace and retaining your top talent. When an employee knows they can show up to work every day embracing who they are, there is a strong sense of belonging in the workplace, which is one of the most critical human capital issues found by the Global Human Capital Surveys. Additionally, when there are strong DEI initiatives in place, this tends to create a more collaborative environment that produces 20% more innovative thoughts and ideas according to Deloitte Insights.

It's easy to see when there is additional importance placed on DEI efforts beyond just a check-the-box compliance program, people and businesses thrive. But it can be difficult to know where to start building out a program that covers topics that can be uncomfortable or difficult to talk about! Luckily, we know how to create a program that addresses these topics in a way that resonates with learners and creates lasting impact.

Enter the DEI Playbook.

Inside this guide is your blueprint for creating a culture where everyone reflects on their unconscious bias or microaggressions and how it shows up, is open to change, speaks and behaves appropriately, and actively creates and promotes belonging!

In this guide, you will receive:

- ✓ Guidance on how to set up your program to achieve optimal results
- ✓ Outlined topics that are key to creating a culture of belonging
- ✓ Actionable email templates to launch your program
- ✓ Recommended courses to create understanding amongst your learners
- ✓ Activities that allow your learners to understand how they can overcome their biases and support their coworkers.
- ✓ And more!

So, let's dive in! We can't wait to hear about all the success your DEI Program will bring.



Who? What? Where? When? Why? How? Tips to boost your DEI Program.



Who will get the most out of this guide?

This guide is set up to create a culture of belonging and allyship. No matter what level your employees are at, it's important they learn how to overcome their biases, respectfully interact with their peers, and become an ally to their coworkers. Furthermore, it helps your employees feel like they can share who they are with their coworkers and not feel like they will receive negative interactions because of it. Also, this guide is for HR and L&D trainers who want to implement transformative DEI training that is beyond just the basics that are in compliance training. Organizations with these types of programs statistically have a better company culture, lower turnover, and higher rates of success!



Whose support does your program need?

No matter what program you're trying to implement it is vital to have the support of C-suite or VP leadership. Here are some statistics you can mention when presenting the importance of having a DEI program like no other:

- ✓ Workplace belonging can lead to a **56% increase in job performance and 50% reduction in turnover risk.**
- ✓ If an organization fails at meeting their DEI commitments **40% of survey respondents would consider leaving.**
- ✓ A recent study found that **28% of respondents would stop doing business** with a company that treats its employees poorly, and 25% would stop if they didn't commit to DEI.
- ✓ The BCG study found that employees who report negative workplace interactions are **40% less productive and 13 times more likely to quit.**

From these statistics, it is obvious that having a comprehensive DEI program is vital to the success of your business. When securing buy-in from key supporters, it is also important to show how you will measure success. Keep reading to learn how we recommend you measure success!



What can you expect to gain from this guide?

From this guide, you can expect learners to become employees who are caring and compassionate towards others and have your learners feel like they can be their authentic themselves in the workplace.



Where should this training take place for optimal success?

The following program is set up to be executed through a combination of mediums- self-study video lessons, hybrid townhalls, and virtual/in -person activities.



When should the training be completed?

The topics outlined in this playbook should be talked about and taught within your organization throughout the year. This program can be used in conjunction with your compliance program to create a more robust training. Allowing time in between topics allows for better comprehension and retention of the information.



Why does DEI training matter?

Creating a culture of belonging ensures that the people in your organization understand how to avoid inappropriate behavior, eliminate their potential bias towards someone of a different background, and support one another. All these skills help the success of the business by reducing employee turnover and generating more ideas to keep their organization an industry leader. But more than that, it's important to know that your employees feel seen, supported, connected, and proud in the workplace.



How can you measure the success of your program?

The Kirkpatrick Model is an excellent resource to consider when creating KPIs for your program. Below are some suggestions on how to incorporate this model into your onboarding training program.

1

Level 1: Reaction, Satisfaction, and Intention.

- ✓ Evaluate the response from learners – specifically, how they felt about the training course materials and activities.
- ✓ At this level, you should also measure engagement from your learners. Do you have 100% participation in your events and activities? If not, you may need to reach out to learners for more information on what they need to give the necessary time and attention to the program.

Some common issues learners face are:

- ✓ not enough allotted time to complete training,
- ✓ excess stress and responsibilities,
- ✓ difficulty with work/life balance, and
- ✓ fear of speaking up
- ✓ lack of inclusivity

2

Level 2: Knowledge Retention.

- ✓ Measure how effectively the information was absorbed by your learners. Typically, this is done through a survey or reflection at the end of your program to analyze what their takeaways were.

3

Level 3: Application and Implementation.

- ✓ Measure the degree to which your training has influenced the behavior of the participants, and how they are applying their new knowledge to their jobs. A great way to do this is by sending periodic knowledge check-ins throughout the year to ensure your employees.

4


Level 4: Business Impact.

- ✓ Measure the impact your training has had at the business level and get a clear sense of ROI for your training program. If you are looking for a deep dive into using the Kirkpatrick Model for evaluating training in your organization, download our [free ebook here](#).
- ✓ At this level, you should start seeing measurable results that you can show to your C-Suite and VP-level stakeholders!

5

Level 5: Return on Investment (ROI) Calculator.

- ✓ We have found that ROI is the best way to highlight the success of your program to your stakeholders! Here is a simple formula to help you get started! You can learn more about measuring ROI in our [ebook here](#).



The image shows a rounded rectangular box with a green header bar. Inside the box is a light gray rounded rectangle containing the ROI formula. The formula is: Return (Benefit) divided by Investment (Cost) equals ROI. The word 'Return' is in black, '(Benefit)' is in green, 'Investment' is in black, '(Cost)' is in red, and 'ROI' is in large black letters. There are green circles at the corners and a green semi-circle at the bottom of the gray box.

$$\frac{\text{Return (Benefit)}}{\text{Investment (Cost)}} = \text{ROI}$$

Using this guide for optimal success.

The following topics are designed to educate your employees on subjects that lead to a more inclusive and diverse organization by outlining necessary outcomes with suggested learning content.

We recommend following these topics to ensure your DEI program goes beyond basic knowledge covered in compliance training.

1 Topic 1- Understanding DEI

Your learners will walk away learning about:

- ✓ **The protected classes:** Gender, Sex, Religion, Sexual Orientation, Race, and Age
- ✓ **Neurodiversity**
- ✓ **Accessibility Measures**

2 Topic 2- Different Biases and Addressing Microaggressions in the Workplace

Your learners will walk away learning about:

• Difference between:

- ✓ Biases
- ✓ Stereotypes
- ✓ Prejudices
- ✓ Discrimination

• Implicit/Unconscious bias

- ✓ Affinity bias
- ✓ Contrast Effect
- ✓ Confirmation bias
- ✓ Ageism bias
- ✓ Gender bias
- ✓ Conformity bias
- ✓ Attribution bias
- ✓ Halo/Horn Effect
- ✓ Weight bias
- ✓ Beauty bias
- ✓ Name bias

• What are microaggressions

- ✓ How are microaggressions different from biases
- ✓ Combating them

3 Topic 3- Become an Ally

Your learners will walk away learning about:

- ✓ Ways to show up as an ally to underrepresented groups that were talked about in topic one
 - ✓ How to report inappropriate behavior
-

3 Topic 4- Creating a Culture of Belonging

Your learners will walk away learning about:

- ✓ What is inclusion and belonging
- ✓ Why it's important to create a culture of belonging and have an inclusive mindset



Activity Instructions

The activity ideas included in this playbook are designed to function like inclusionary measures that can level up your DEI training program from just watching online videos (which is a great start!). They can be embedded in your culture as everyday occurrences so that DEI is not seen as something that is trained on once a year, but something that is continually practiced. We encourage you to tailor these activities to fit the needs of your organization, adding or changing them based on your unique set of desired business and learning outcomes.

1 Idea 1 – Project Kickoffs

Creating a safe space for vulnerability in the workplace is so important but can be hard to do with new teams and resources on projects. One way to promote authentic, vulnerable conversations within a team is to kick off new projects with the following activity for any members of a team who have never met.

Go around the table, room, or virtual call saying your name, preferred pronoun, and one word to describe you, then explain why you chose that word. Sharing this important information with teammates helps establish trust by communicating vital personal facts like pronouns and preferred names and allows employees to learn about one another in a safe, respectful environment. This can help teams better understand each other's work style, personality, and values.

2 Idea 2 – Panel and/or Round Table Discussions

A great way to build an understanding of different holidays, celebration months, or events is by amplifying the voices in your organization. Throughout the year, look for opportunities to host panels and round table discussions that talk about different cultural experiences. These discussions can educate your employees on the background, meaning, and importance of these days. Explaining some cultural context and history of these holidays creates more inclusive teams and a culturally conscious workplace. They can also respectfully shed light on certain topics that may normally feel taboo. If you need inspiration on how to host these live sessions, register for our [Real Talk: Diversity and Inclusion at Work](#) series, now on demand!

3**Idea 3 – Team/Department building activities**

DEI in the workplace goes beyond watching videos once a year. It's about how to respect those who may be different than us and putting what is learned in this program into practice. Respect is best shown through appreciation. One way to do this is create a culture that has peer- to- peer recognition. This activity encourages members on a team or within a department to write notes to their coworkers recognizing their day-to-day efforts or send bravo for a specific project. For general use, have cards designed that say, "I appreciate you because" and leave plenty of room for someone to fill it out with their 'why.' If you want to tie in your values, have the cards made with the different values individually listed on them on them, what they mean when someone lives them out in the workplace, and space for the person to fill them out with why the recipient deserves recognition. Depending on your work model (in-person, hybrid, virtual), ensure the cards can be distributed in a way that works for where your employees are.

Overcoming differences can be difficult for some and often this can be done when there are shared life experiences. A second activity that helps accomplish this is by creating a life map or vision board, which can be done in-person or virtually! If you are in-person, you will want to purchase posterboard, magazines, scissors, and glue/tape for participants to use. During the time allotted allow your employees to create a picture either on the poster board or in Word, Google Documents, or whatever document software your organization has that illustrates who they are, life milestones they experienced, and goals they have. If they are virtual, have your employees search on Google Images for these and if in-person, have them sift through magazines cutting out phrases and images that resonate with them. After the time set aside to create the board is up, encourage employees to share their board with their coworkers at their table, with the large group, or in a virtual breakout room. This helps create possible shared experiences, deeper understanding of their peers, and personal reflection. It also shows that your organization recognizes there is more to your employees than just their day-to-day job function.

A little friendly competition never hurt anybody! The next activity focuses on team collaboration. Many times a team will have employees that have different talents and skills. This game will allow you to leverage those and is best played in an in-person environment. First, create teams before the session starts, trying to include people from different departments on each so that they can get to know each other and not sit with people they already work closely with. On each table you will have cards, toothpicks, and gum drops. The first step of the game is to create the tallest tower with just the cards. Set a time limit and see which team can build the tallest tower. Measure and then ask them to knock it down. Then have them do the same thing but adding in the toothpicks. Let the same process go and finally end with all three materials. Once the game is over, reward the winners with a fun prize. At the end of the activity, the result is team members improve better collaboration, cohesion, and communication skills while working in teams!

4**Idea 4 – ERG Groups**

It's important for different employee groups to feel like they belong and have safe spaces to come together and network with each other, as well as plan events that create better understanding for their fellow employees. An employee resource group (ERG) allows for people with similar interests and backgrounds to come together and do this. If you already have these at your organization, fabulous! If you don't, consider these steps to get one started:

1. Have employees with similar interests set up a meeting together and talk about them.
2. During the first meeting, the members discuss what they are hoping to gain from the group, what its mission will be, and its purpose.
3. Promote the ERG either with signage in the office or a post in your virtual community platform that outlines the mission and purpose as well as the next meeting time. It is also helpful to include who the main point of contact is to express interest!
4. Plan events that fall in line with what the ERG group stands for, it could be a celebration for a certain holiday, a panel discussion, networking event, or more!

5 Idea 5 – Intentional Inclusion

It's important to remember inclusion is synonymous with representation. When you are creating marketing materials, updating your website, or printing flyers/brochures for job fairs, waiting areas, etc. When people see different races, genders, ages, and abilities are represented everywhere it reinforces that the organization prioritizes diversity and inclusion makes them feel like they have a seat at the table.

6 Idea 6 – Survey

Collecting feedback is a telltale way to ensure what the organization is doing for diversity and inclusion is working. One way to help receive open and honest feedback is to work with a third-party survey provider so that respondents know their feedback is anonymous. Questions can center around asking employees if they feel discriminated against, equally represented in their departments/C-Suite, encouraged to speak up without judgment or disciplinary actions, and anything else they may want to include that isn't asked. It's also important to note that when the responses come in to share them with the organization and any plans to improve in certain areas, so that you are creating an honest workplace.



The following email template can be sent to your learners before each training topic begins as preparation for the upcoming lessons the BizLibrary content will be going over. You also will want to include the self-reflection in the email learners can use to guide them during the training.

Here at [INSERT COMPANY NAME HERE] we value our employees and want to ensure we create a culture of belonging. We are excited to announce our next training program for all employees will be centered around DEI. This extensive training will cover more than just what DEI is, but will shed light on how we can be better allies to our coworkers!

Each quarter we will cover a different topic and include reflection questions that you can fill out as you watch the assigned training videos. Additionally, throughout the year we will be hosting activities and live sessions that encourage you to expand your knowledge of cultural holidays, celebration months, and events as well as sharpen your communication and collaboration skills with one another!

As you work your way through this program, take time after each topic to reflect on what you just learned. Some questions to consider are:

What did I learn that I didn't know before?

What assumptions did I have about this topic that were wrong?

What can I do to be more inclusive towards others after watching these videos?

You should receive an email letting you know you have been assigned training within [COMPANY LMS NAME HERE]. If you do not, when you log in you should see your assigned training! If you do not, please let us know.

Thank you for your participation!

[Your email signature here]

1

Topic 1-Understanding DEI

The following video courses teach:

- ✓ What the protected classes are and how to ensure they remain protected at work.
- ✓ How to work well with all kinds of people and how to make today's diverse workplace work for everyone.
- ✓ The four elements of the DEI continuum: diversity, equity, inclusion, and equality.
- ✓ Understanding of what neurodiversity is.
- ✓ How to maintain a welcoming workplace where individuals with disabilities can thrive.

The following courses are just a few of the many titles found in the full BizLibrary Collection. Use these titles as guides to explore more content offerings that align best with your desired learning outcomes.

- 1. Protected Classes and the Workplace**
- 2. Seeing is Believing: Anti-Racism, Equity, and Inclusion in a Diverse Workplace**
- 3. Establishing Equity Series**
- 4. Neurodiversity at Work Series**
- 5. Accommodating Disabilities in the Workplace**

2

Topic 2- Different Biases Addressing Microaggressions in the Workplace

The following video courses teach:

- ✓ What unconscious bias is, why it happens, and how to mitigate some of its less-than-awesome characteristics.
- ✓ What the dangers of biases, prejudices, and stereotypes in the workplace are.
- ✓ How geographic identity and biases influence you, your team, and your community.
- ✓ How to show respect through empathy, raising standards, and setting rules for better conduct.
- ✓ What microaggressions are, what different forms they come in, and how to respond to one if it happens.

The following courses are just a few of the many titles found in the full BizLibrary Collection. Use these titles as guides to explore more content offerings that align best with your desired learning outcomes.

1. Reducing the Impact of Unconscious Bias Series
2. Diversity Toolkit: Your Bias is Showing
3. Understanding Geographic Identity and Biases
4. Minimize Bias to Improve Your Judgment
5. Stereotyping and Diversity
6. Prejudice and Discrimination
7. Microaggressions at Work: Recognizing and Overcoming Biases

3

Topic 3- Becoming an Ally

The following video courses teach:

- ✓ The difference between saying you are an ally and being one and how big of deal it is to be an ally.
- ✓ Strategies to contribute to a safe environment for all employees.
- ✓ How to use correct pronouns in the workplace to show respect.
- ✓ Skills to approach and discuss the inappropriate behavior in a non-threatening way.

The following courses are just a few of the many titles found in the full BizLibrary Collection. Use these titles as guides to explore more content offerings that align best with your desired learning outcomes.

1. Allyship – How To Be an Ally to Others
2. Anti-Harassment for Employees: Be an Ally
3. Being an Ally at Work: 10 Tips to Live By
4. The Rules Have Changed! - How to be an Ally Against Racism at Work
5. A Guide to Using Correct Gender Pronouns
6. Call Out Inappropriate Behavior

4

Topic 4- Creating a Culture of Belonging

The following video courses teach:

- ✓ Explore what diversity is and isn't, gain a picture of the inclusive mindset, and consider why mindset matters in the first place.
- ✓ The value of authentically listening to learn about others' experiences.

The following courses are just a few of the many titles found in the full BizLibrary Collection. Use these titles as guides to explore more content offerings that align best with your desired learning outcomes.

1. Expert Insights: Inclusive Mindset with Justin Jones-Fosu

DEI Recap

Now that your employees have completed this in-depth DEI training, they are equipped with the knowledge and understanding on how to create a culture of belonging and allyship among their peers.

We would encourage you to continue to run this program annually so that your organization can consistently gain feedback on your inclusionary measures and look for ways to improve them at your organization.

If you are wondering what other guides may be available to use and implement at your organization, check out our New Manager Playbook, Creating a Culture of Compliance, and Onboarding Playbook.

As your learning partner, we love hearing how we can better support your training program initiatives, you can reach out to us at team@bizlibrary.com.

Need help strategizing KPIs and Business goals?

Developing KPIs is important to measuring growth, but knowing the what, where, and how's can be hard. Your BizLibrary Client Success Manager is ready to walk through these steps with you to ensure you have the right targets in place to measure success in meaningful ways.

If you have feedback or suggestions on how we can help create a culture of belonging and allyship in your organization, or how we can partner with you in other areas of your training program, send a message to your Client Success Manager or team@bizlibrary.com.

