



Text Version - We need to implement a DE&I strategy fast!

Many companies are quickly implementing diversity, equity and inclusion (DE&I) strategies without careful considerations if they are being authentic, or just portraying an image to the community. 75% of the current job market is looking for DE&I efforts within the organizations, and they are looking for authenticity (source - <https://www.glassdoor.com/employers/blog/diversity/>).

1. Tic the Box Activities

I have a Director of Diversity and Inclusion; they are in charge of everything related to DE&I.

Authentic DE&I

Although it is helpful to have a leader, the role of DE&I is everyone's job within the organization, and not the responsibility of one person.

2. Tic the Box Activities

We use a land acknowledgement on our website, at events and meetings.

Authentic DE&I

A land acknowledgment is only good if your company takes care of the land and authentically gives back to the land in a variety of ways.

3. Tic the Box Activities

I'm not sure if I have any Autistic people or people with diverse abilities in my company and I am not allowed to ask.

Authentic DE&I

Although, high functioning Autistic individuals tend to mask, have you considered making accommodations available for everyone (e.g. quiet spaces, various interview methods, flexibility in work and location, a variety of ways to learn)?



4. Tic the Box Activities

We use pronouns in our email signature for 2SLGBTQ+ inclusion.

Authentic DE&I

Pronouns are helpful within a variety of contexts such as international business, having a multicultural business landscape and the 2SLGBTQ+ community.

5. Tic the Box Activities

I hired Indigenous people in my organization.

Authentic DE&I

Not all Indigenous people are the same, there is vast diversity within the groups. If there are more initiatives, make sure to include the staff you do have in a thoughtful way to gain more insight on your direction. Be mindful of individual differences and ways of participating.

6. Tic the Box Activities

We have an employee resource group for a variety of initiatives.

Authentic DE&I

Individuals within the employee resource groups are typically from a marginalized population and have limited power, along with performing the role of their full time job. Giving someone more power and compensation to perform this work along with embedding DE&I throughout the organization as a whole can help.

7. Tic the Box Activities

We celebrate the 2SLGBTQ+ community through yearly Pride celebrations.

Authentic DE&I

Pride is not just a celebration, but a protest for equal rights. Are there other initiatives within your organization to support this year round (e.g. use of pronouns, access to gender neutral washroom, inclusive health care, and benefits)?



8. Tic the Box Activities

We brought someone in to speak on the Indigenous population.

Authentic DE&I

Although, education is important, embarking on Indigenous relations within business is not an isolated process from the person. The process is holistic encompassing a commitment, along with mental, physical, spiritual and emotional development of the self and business.

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