

Diversity Equity & Inclusion 101 for Marketing & BD professionals



www.inclusivegroup.co.uk

Introduction

Diversity, Equity and Inclusion (DEI) have long been priorities for organisations, but events of the last two years have increased the level of expectation and urgency from colleagues and clients to make progress. Marketing & Business Development practitioners have an important, but often overlooked, role to play in hardwiring DEI into client interactions and internal and external communications. Standing out from the crowd in a way that is authentic and credible and avoiding falling into the traps of lip service or virtue signalling, requires a strong foundation of DEI knowledge and practical skill.

Our Solution

Our 90 minute virtual workshop for Marketing & Business Development practitioners is highly engaging and interactive. We explore the shifting DEI landscape and its impact on the expectations of clients and prospective hires and consider evidence linking DEI to business performance. Our strong focus on best practice and practical tips ranges from inclusive language and imagery and working with DEI data through to managing DEI content in proposals and pitches in an honest, authentic and impactful way.

Key Objectives

- Increase your understanding of the importance of DEI as a business imperative
- Deepen your knowledge of the changing DEI landscape and how this has impacted the expectations of your people, clients and prospective hires
- Find out about the common DEI pitfalls in communications and client engagement, and how to avoid them
- Explore best practice when communicating about DEI
- Identify new opportunities to engage your people, clients and prospective hires through strategic and authentic communications on DEI

Content

- Evidence on the value of DEI from the standpoint of people, clients, brand and performance
- The changing landscape: A quick-fire summary of the factors driving urgency around DEI
- The importance of purpose and impact: Elevating DEI commitments and successes to enhance your brand
- Practical steps to hardwire DEI into key Marketing & BD processes and decisions, avoiding common pitfalls
- Getting it right, best and next practice on internal and external communication: Key principles of inclusive language, inclusive imagery and accessibility
- Reflections and commitments to take away



Despite the embrace of a hybrid model, most organizations have only begun to think through and articulate the specifics of how to carry out a more permanent mix of remote and on-site working for all roles that aren't essential to perform on-site. Many of their employees are feeling anxious as a result. The sustainability of pandemic-style productivity gains might well depend on how organizational leaders address the anxiety their employees feel—and the associated levels of burnout.

What Executives are Saying About the Future of Hybrid Work, McKinsey

Working with Inclusive Group

Inclusive Group will work with you to tailor the workshop to your context. This involves a 45-minute discovery meeting where we will explore:

- The background to flexible working / hybrid working in your organisation – including policy / guidelines for hybrid working
- An overview of the participant group(s) – roles, functions, methods of working, outcomes, learning preferences etc.
- Specific scenarios / examples relevant to your participants that we can explore during the workshop
- Anything else pertaining to the successful delivery of the workshop.

Assumptions

- Virtual delivery via Zoom or Teams
- Suitable for up to 16 participants
- This workshop best suits organisations that have implemented previous training on inclusive behaviours or inclusive leadership for their participant groups. Please contact us to discuss how it might complement and extend your previous and current EDI activity.

Follow-Up

Talk to us about learning to deepen understanding on this topic, such as empathic listening and how to create 'speak-up' cultures.