# Goodman School of Business

## Goodman Group

## **Brock University**







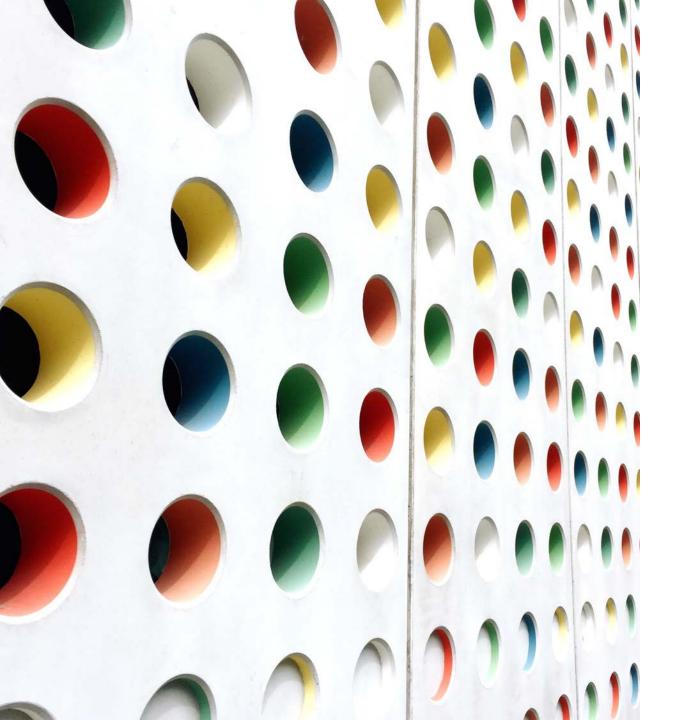




### Welcome to Business Breathers

Diversity, Inclusion, Equity What does it all mean for me?

Leela MadhavaRau Director, Human Rights & Equity, Brock University

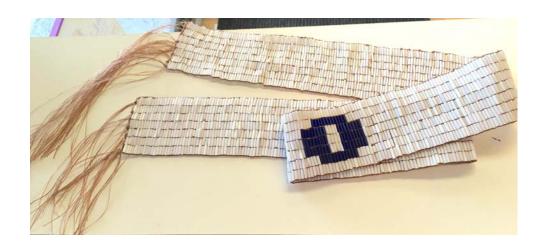


## Diversity, Inclusion, Equity

WHAT DOES IT MEAN FOR ME?

## LAND ACKNOWLEDGEMENT





## **LEARNINGS**







UNDERSTAND DIFFERENCES
BETWEEN DIVERSITY, INCLUSION
AND EQUITY



PRACTICAL ACTIONS TO MOVE TO INCLUSION

## Learn, Unlearn, Relearn

- In light of that new information, I have changed my mind.
- Oh, I didn't know that before. I will do some rethinking.
- ❖ You make a strong argument I will seriously consider what you said.
- ❖ I never thought of it that way. Thank you. Now I will.

The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

**Alvin Toffler** 

# Business Case for Diversity

## SOME STATISTICS

In 2019, Statistics Canada reported less than one fifth of all leadership roles in Canada were held by women, and out of the 532 C-level executives among Canada's 100 largest publicly-traded corporations, only 10% are women.

A study by McKinsey and Company with the Women's Forum for the Economy and Society found that companies in the top 25% for gender diversity were 21% more likely to outperform on profitability, and more likely to have superior value creation. Additional research found that *Fortune* 500 companies with at least three female directors had higher profit margins, ROI, and ROE.





Working through the BlackNorth
Initiative, we will increase our efforts
to make our workplaces trusting
places to have complex, and
sometimes difficult conversations
about anti-Black systemic racism and
ensure that no barriers exist to
prevent Black employees from
advancing within the company.

Working through the BlackNorth Initiative, we will implement or expand unconscious bias and antiracism education.

We will share best—and unsuccessful—practices.

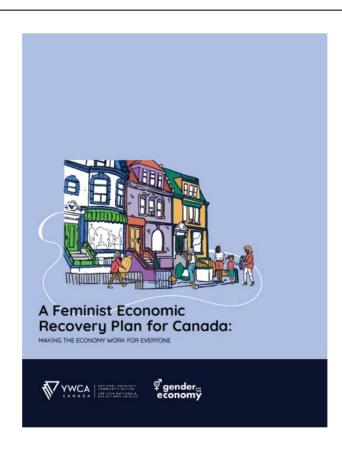
We will create and share strategic inclusion and diversity plans with our board of directors.

We will use our resources to work with members of the Black community through the BlackNorth Initiative.

We will engage Canada's corporate governance framework. We will engage Canada's corporate governance framework.

We will create the conditions for success.

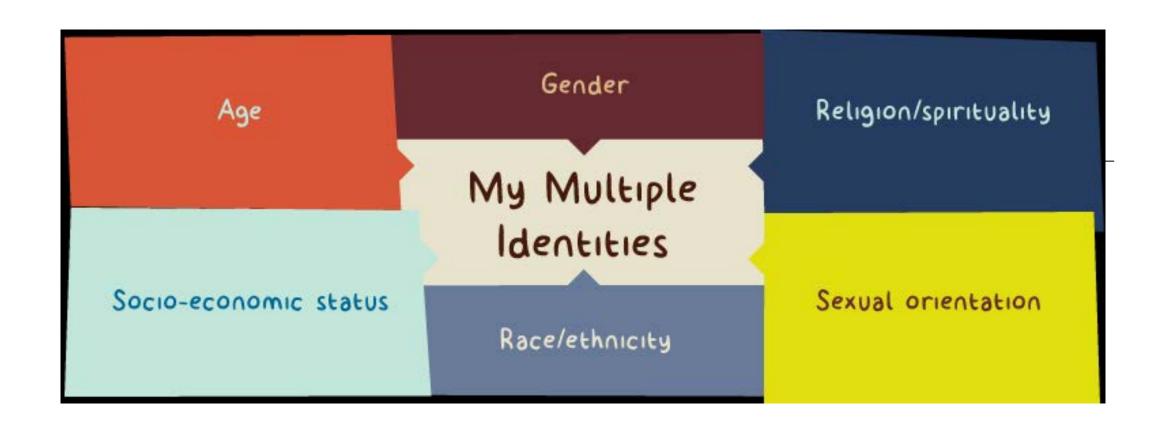
## Canada's economy won't recover unless marginalized groups, women helped too



Canadians cannot expect the economy to fully recover from <a href="COVID-19">COVID-19</a> without helping those most affected by the downturn — including women, people of colour, and the LGBTQ+ community, a new report says.

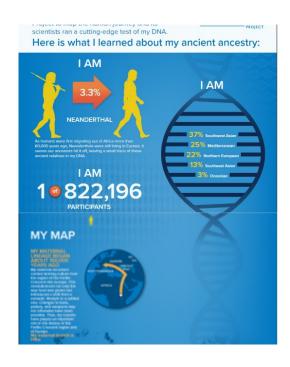
"If we look at the impact from a health and economic standpoint, it is disproportionately, on those with intersecting identities. You wouldn't be able to have an economic recovery without paying attention to who is impacted and why," said Sarah Kaplan, an executive lead on the report and professor of strategic management at Rotman.

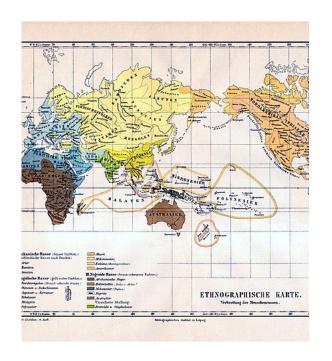
## Identity



https://msw.usc.edu/mswusc-blog/diversity-workshop-guide-to-discussing-identity-power-and-privilege/

## Race/Racism

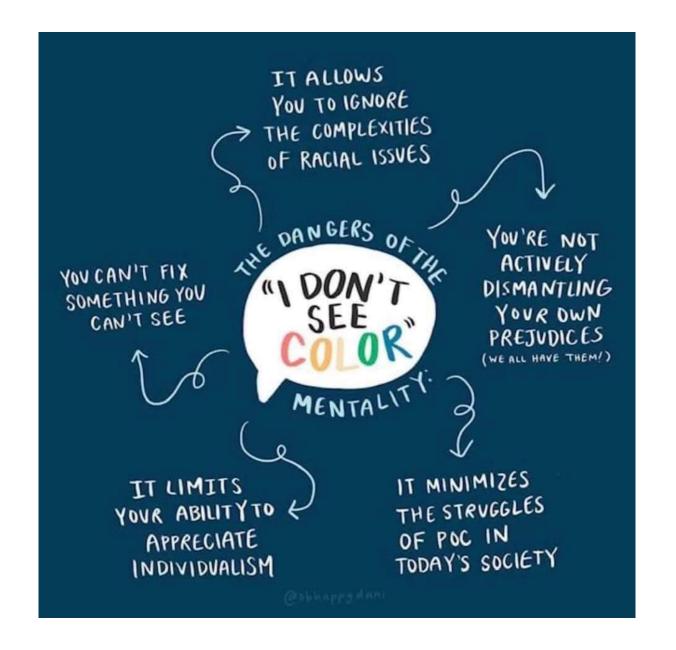








# THE DANGERS OF "I DON'T SEE COLOUR"



## Ethnicity



race vs. ethnicity

### Sex, Gender, Gender Expression and Sexual Orientation

### **GENDER IDENTITY**

A person's sense of self in relation to gender



### TRANSGENDER

Person is not the gender assigned at birth

### CISGENDER

Person is the gender assigned at birth

### METAGENDER

Person identifies as neither cisgender nor transgender

### **NON-BINARY**

Person is neither exclusively a man nor exclusively a woman. Non-binary people may or may not identify as transgender

Person does not experience a gender

### GENDERFLUID

Person whose identity varies over time (man, woman, and/or any other identity)

### **ASSIGNED GENDER/SEX** AT BIRTH

The gender/sex assigned at birth based on a person's genitals

### ASSIGNED MALE AT BIRTH (AMAB)/ ASSIGNED FEMALE AT BIRTH (AFAB)

Generally this assignment is made based on a visual assessment of the baby's genitalia

A naturally occurring variation of sex characteristics, reproductive organs, and/or chromosomes that do not fit the typical definition of male or female (although many intersex people are assigned male or female at birth)

NOTE: Assigned gender/sex at birth is different than sex, which is based on many variable factors

### GENDER **EXPRESSION**

How a person presents themself (such as style, actions, demeanor, and more)

Expresses qualities and characteristics typically associated

Expresses qualities and characteristics typically associated with masculinity

Expresses both typically feminine and typically masculine qualities ambiguously, or expresses typically neither

NOTE: Gender expression may change over time

### SEXUAL ORIENTATION

Who a person is sexually attracted to



### HETEROSEXUAL Sexual attraction to people of a

different gender than your own

### HOMOSEXUAL Sexual attraction to people of a

similar gender to your own BISEXUAL

### Sexual attraction to people of more than one gender

**PANSEXUAL** 

### Sexual attraction regardless of gender

**ASEXUAL** Experiences little to no sexual attraction

### DEMISEXUAL

Experiences little to no sexual attraction until a close emotional bond is formed

### ROMANTIC ORIENTATION

Who a person is romantically attracted to

### HETEROROMANTIC

Romantic attraction to people of a different gender than your own

HOMOROMANTIC Romantic attraction to people of a similar gender to your own

### BIROMANTIC Romantic attraction to people of more

PANROMANTIC Romantic attraction regardless of gender

### AROMANTIC

**Experiences little to no romantic attraction** 

Experiences little to no romantic attraction until a close emotional bond is formed

These definitions are commonly accepted but not absolute. Some of these terms have some overlap. That's okay! Just describe yourself with whatever terms you're comfortable

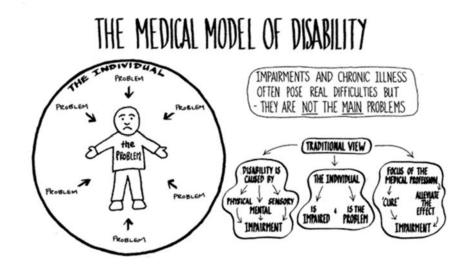
with, and respect the terms other people use for themselves.

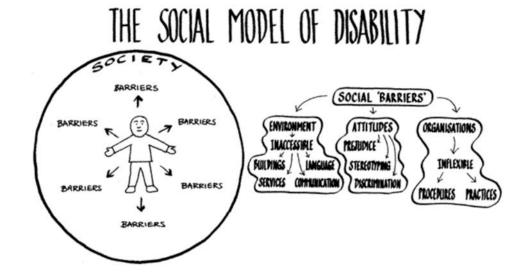
There are so many more identities, orientations, expressions, and definitions that aren't shown here. Ask your teacher for more resources or visit the link in the OR Code if you have questions!

WannaLearnMore.com

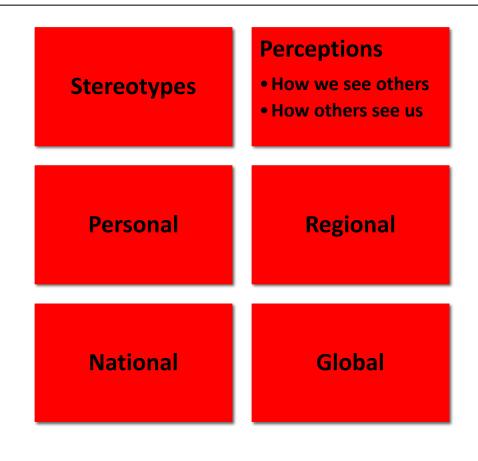


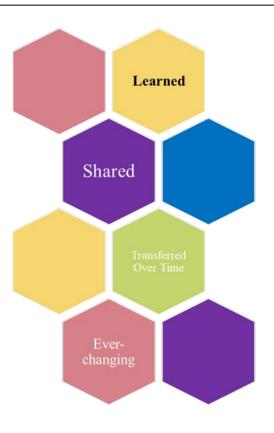
## Disability





## Impact of Cultural Differences





### **Iceberg Concept of Culture**

### The Iceberg Concept of Culture

Like an iceberg, nine-tenths of culture is below the surface.

### **Surface Culture**

Above sea level Emotional load: relatively low food • dress • music •
visual arts • drama • crafts
dance • literature • language
celebrations • games



### Deep Culture

<u>Unspoken Rules</u>
Partially below sea level
<u>Emotional load</u>: very high

<u>Unconscious Rules</u> Completely below sea level Emotional load: intense courtesy • contextual conversational patterns • concept of time

personal space • rules of conduct • facial expressions

nonverbal communication • body language • touching • eye contact

patterns of handling emotions • notions of modesty • concept of beauty

courtship practices • relationships to animals • notions of leadership

tempo of work • concepts of food • ideals of childrearing

theory of disease • social interaction rate • nature of friendships

tone of voice • attitudes toward elders • concept of cleanliness

notions of adolescence • patterns of group decision-making

definition of insanity • preference for competition or cooperation

tolerance of physical pain • concept of "self" • concept of past and future

definition of obscenity • attitudes toward dependents • problem-solving

roles in relation to age, sex, class, occupation, kinship, and so forth



Indiana Denartment of Education . I anguage Minority and Migrant Programs . www.doe state in us/Immn

## Moving Forward

SOME POINTS TO CONSIDER

### Cultural Safety and Cultural Humility

### **CULTURAL SAFETY**

Cultural safety is an outcome based on respectful engagement that recognizes and strives to address power imbalances inherent in the healthcare system. It results in an environment free of racism and discrimination, where people feel safe when receiving health care.

### **CULTURAL HUMILITY**

Cultural humility is a process of self-reflection to understand personal and systemic biases and to develop and maintain respectful processes and relationships based on mutual trust. Cultural humility involves humbly acknowledging oneself as a learner when it comes to understanding another's experience.



culturallyconnected.ca

**Diversity** is about the individual. It is about the variety of unique dimensions, qualities and characteristics we all possess.

**Inclusion** is about the collective. It is about creating a culture that strives for equity and embraces, respects, accepts and values difference.



### **EQUALITY VERSUS EQUITY**



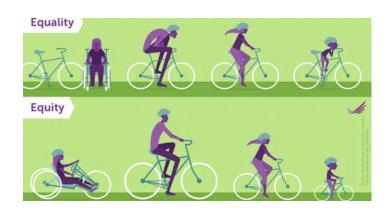
In the first image, it is assumed that everyone will benefit from the same supports. They are being treated equally.

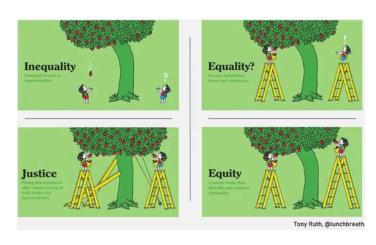


In the second image, individuals are given different supports to make it possible for them to have equal access to the game. They are being treated equitably.



In the third image, all three can see the game without any supports or accommodations because the cause of the inequity was addressed. The systemic barrier has been removed.





## Equity – The Visual

# Intent versus Impact

"But I didn't mean it!"

We judge ourselves by our INTENTIONS; others judge us by our IMPACT.

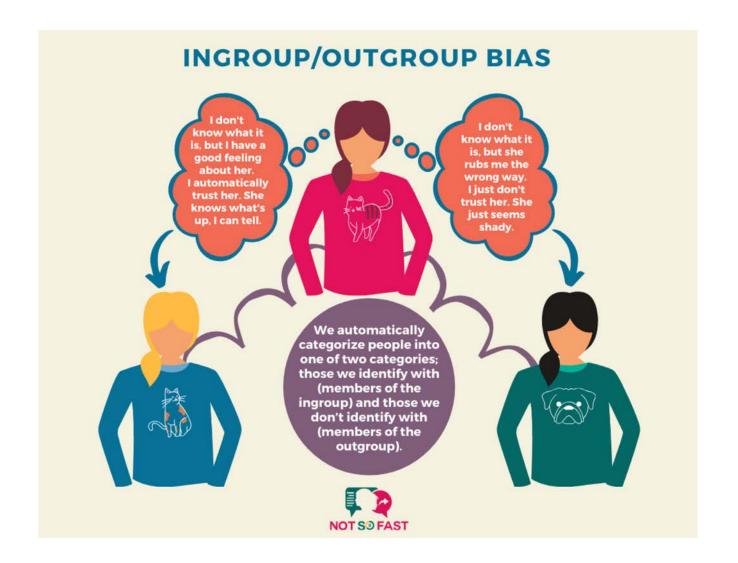
I am not biased.

I view things objectively.

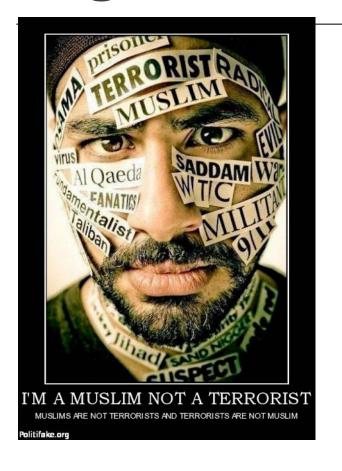
Bias exists in everyone, including me. I actively think about how bias is at play in the choices I make.

## REFRAMING BIAS

# Cognitive Biases – InGroup Bias



## Cognitive biases - Stereotypes





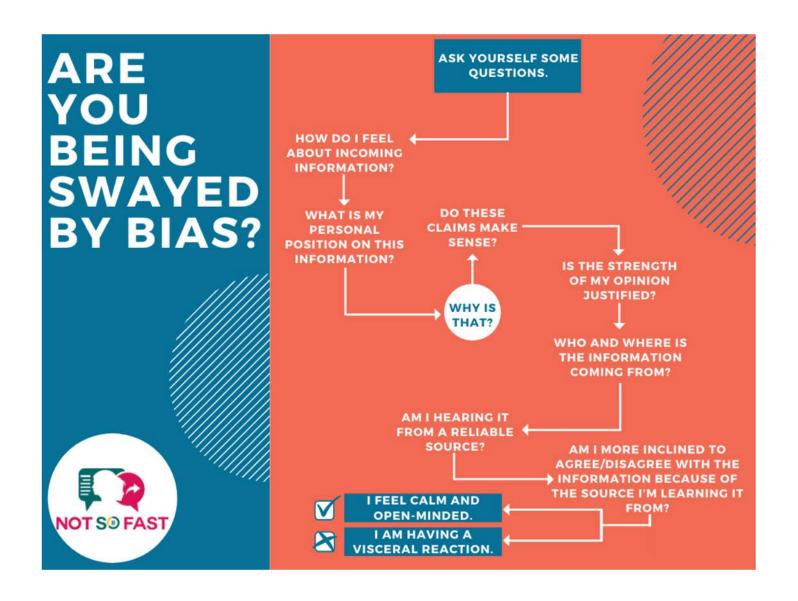


## So What Do We Do?

SOME STRATEGIES FOR CHANGE

# Not So Fast - Cognitive Biases

https://notsofastcampaign.org/bias/



## REFRAMING CONFRONTING BIAS

If I confront bias, it will just create more division

When I effectively confront bias, I create a space where we are all valued and able to contribute our best.

## Combatting Unconscious Bias as an Individual

Question Your Assumptions

Analyze

Take a Risk

Disrupt the Default

Speak Out

Hold Yourself and Others Accountable

catalyst.org

### **Platinum Rule**

Treat others as THEY want to be treated

## Recognize Something, Say Something

- "I want to make sure I heard you correctly. Did you say..."
- "I am glad I misunderstood you, because such comments can be..."
- "Can you help me understand what you meant by that?"
- "What impact do you think that comment might have on..."
- "When I hear your comment, I think/feel..."
- "Can we meet and talk about this further?"

# Putting Cultural Safety Into Action

https://www.heretohelp.bc.ca/

- 1. Do Something. Having good intentions is not enough. Take action to make change.
- 2. Take Responsibility For Your Own Learning. Read, reflect and ask questions.
- 3. Take Time For Self-Reflection. Be aware of your own assumptions and biases. Question everything you have 'learned' and take steps to actively disrupt stereotypes.
- 4. Commit to Lifelong Learning. Be prepared to be uncomfortable.

# The Danger of the Single Story

Challenge:

How do you move beyond the "single story"?





What Will You Do Differently



### **Data-Driven Decision Making Series**

Learn how business intuition can be complemented and enhanced by key aspects of data science

September
October
November 2021



### Thank you for joining us.

Join us on Wednesday June 9 for Employee Wellness & Corporate Social Responsibility in the COVID-19 era with Ken Chan, Vice-President, Administration Brock University

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