



# The Staffbase Diversity & Inclusion Guide

This guide provides specific actions you can take to improve Diversity & Inclusion policy in your workplace!



## 1 Educate Your Employees

Create learning tools to refresh your employees on current best practices when navigating workplace issues of diversity and inclusion. There are plenty of free online courses available from sources like [Grovo](#), [Udemy](#), [Coursera](#), and [Microsoft](#) to utilize, or use as a template to model your own tailored program after.



## 2 Don't Rely on One-Sided Communications

Create an open, low-stakes forum for discussion between all employees, be it a regular in-person meeting or a digital space. While existing internal tools like email will be inadequate towards this end, an employee-centric comms platform with a high adoption rate like [Staffbase](#) is your best friend.

We're not trying to make a hard sell here—we genuinely care about creating a space for conversations like these, and all the data supports the benefit of an employee app.



## 3 Use Inclusive Language

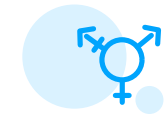
Build your knowledge of the expanding vocabulary surrounding D&I issues with the many free glossaries and dictionaries available online. We like [this one](#).

Even better, practice introducing yourself to members of your community in an inclusive, respectful way. This can be as simple as: "Hi, I'm Taylor, and I go by 'she/her' pronouns. How about you?" Don't be nervous about making mistakes. They will happen and it's totally fine so long as you're conscientiously making an effort.



## 4 Get Leadership to Commit

The unfortunate reality is that DE&I isn't always a top priority for members of the C-Suite. As an internal communicator, it's your job to convince them and demonstrate the value of a comprehensive DE&I strategy. Here's the supporting information you might need to make your case:



## 5 Utilize Employee Engagement Surveys



There are a considerable number of employee engagement survey tools with various analytical and content capabilities. At Staffbase, we offer our customers the ability to easily take [quick pulse surveys](#) of their entire staff.

Some sample questions might include:

1. I feel like I belong at [company]
2. I can voice a contrary opinion without fear of negative consequences
3. Perspectives like mine are included in decision making
4. My company believes that people can greatly improve their talents and abilities
5. Administrative tasks that don't have a specific owner are fairly divided

Compare your results to these [benchmark figures](#) provided by Culture Amp to get a better understanding of your D&I strategy performance.

→ According to a [Deloitte survey](#), **75 percent of millennials** believe an organization is more innovative when it encourages a culture of diversity and inclusion, and are more likely to quit if a company does not meet their standards.

→ A [report from McKinsey](#) examining data from 366 public companies across a range of industries in Canada, Latin America, the United Kingdom, and the United States discovered that:

Companies in the top quartile for racial and ethnic diversity are **35 percent more likely** to outperform national industry medians.

Companies in the top quartile for gender diversity are **15 percent more likely** to outperform national industry medians.

In the United States, there is a **linear relationship** between racial and ethnic diversity and better financial performance: for every 10 percent increase in racial and ethnic diversity on the senior-executive team, earnings rise **0.8 percent**.



## How Our Customers Are Implementing an Empathetic Comms Strategy with a Staffbase Solution

For a one-stop tool to accomplish **all** of these DE&I goals, we recommend using an employee app like Staffbase—a powerful mobile employee engagement platform located conveniently on your personal device. With a Staffbase app you can:

**Educate new employees on D&I policy with onboarding training materials and the Trainee Blog.**

**Facilitate conversation among workers with group messaging, peer-to-peer help channels, and the Share Your Story function.**

**House HR content like D&I term glossaries.**

**Engage leadership in meaningful ways with the Ask the CEO function.**

**Create employee surveys to measure the opinions of your workforce.**

### Dreams

Meagan uses a Staffbase app to highlight the success of her employees and build a strong sense of culture in her healthcare workforce.

**“Launching the app has helped our employees feel more valued, more appreciated, and more important overall.”**

- Meagan Kowalski,  
*Director of Planning, Community Relation & Marketing for Iredell Health System*

*Ali Atkin's app features an “Ask Us Anything” channel where employees are able to submit questions anonymously, and they're answered publicly on a weekly basis by the CEO and senior management.*

**“It provides that really open forum for people to ask questions that they might otherwise not.”**

- Ali Atkin,  
*Head of Communications for Dreams*



**All of this and more, with the tap of a button.  
Learn more or book a demo at [staffbase.com](https://staffbase.com)**