

**UNDERSTANDING
DIVERSITY, EQUITY & INCLUSION:
THE BUSINESS, LEGAL, AND MORAL CASE
– WHY IT'S IMPORTANT AND
WHAT YOU CAN DO**

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Overview

- Understand how diversity, equity, and inclusion impacts and can enhance workplace culture and business growth.
- Review the legal impact of implicit bias, microaggressions, and exclusion in the workplace.
- Consider social trends and practical tools for how individuals and companies can incorporate inclusive practices into their strategies for recruiting, retention, and advancement of underrepresented groups.

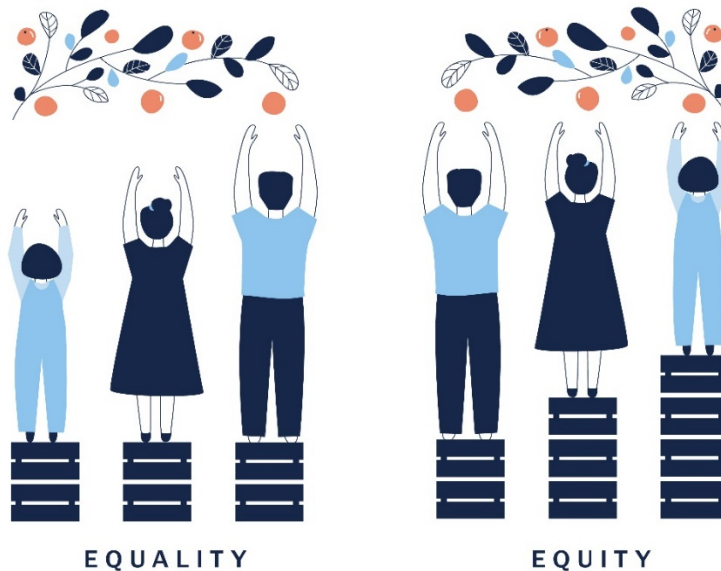
Impacts and Enhancing Workplace Culture and Business Growth

What is Diversity?



Impacts and Enhancing Workplace Culture and Business Growth

What is Equity?



Impacts and Enhancing Workplace Culture and Business Growth

What is Inclusion?

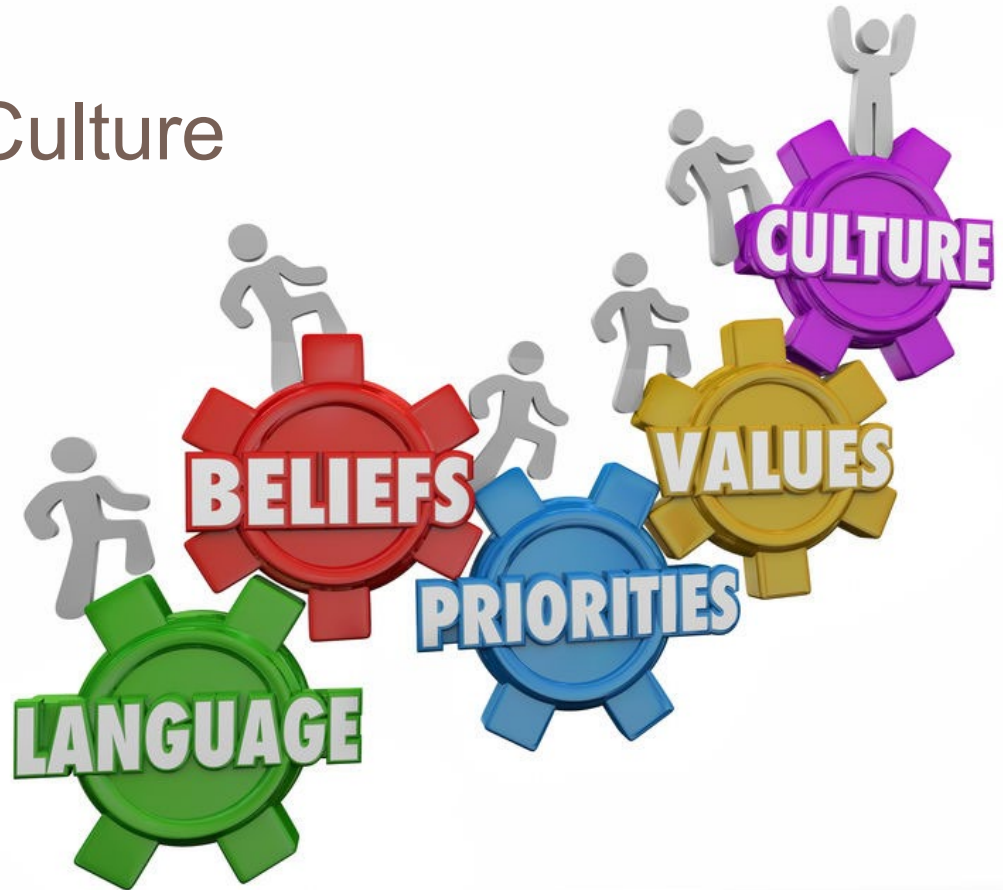


The Moral Case – Why It's Important: It's the Right thing to Do



The Moral Case – What You Can Do

- Create an Inclusive Culture
 - It's not only about opening doors, but having people excited to come in.
- Take Initiative to Learn
 - Ask questions!



The Moral Case – What You Can Do

Become Aware of Your Own Implicit or
Unconscious Biases



Who is the CEO?



Who is the CEO?



Who is the CEO?



Who is the CEO?



Who is the CEO?



Who is the CEO?



Who is the CEO?

- Any gut impulses?
 - Age
 - Race
 - Gender
 - Religion
 - Physical belongings
 - Family Status
 - In office/at home
 - City/country
- What if we changed the question?

The Moral Case – What You Can Do

Explore Your Role in the System of Inequities

- June 19, 1865 - Emancipation (“Juneteenth”) and Land Ownership
 - “40 acres and a Mule” given to emancipated slaves, then Order was rescinded
- 1880: Differences in women in the workforce
 - 35.4% married black women, and 73.3% of single black women
 - 7.3% of married white women, and 23.8 percent of single white women
- 1880-1915 Job Postings:
 - “a respectable, steady, young woman, about 24 years of age, as a SERVANT of ALL WORK ... No Irish need apply.”
 - “A neat, tidy, young Protestant girl for light chamberwork and waiting at table.”
 - “MEN WANTED for hazardous journey, small wages, bitter cold, long months of complete darkness, constant danger, safe return doubtful...”

The Moral Case – What You Can Do

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The Moral Case – What You Can Do

Explore Your Role in the System of Inequities

- 2017: “Since the Great Recession, the gap between black and white homeownership rates in the United States has increased to its highest level in 50 years”
 - 71.9% white homeownership versus 41.8% black homeownership (difference of 50.1%)
- 2018: Wage gaps for median earnings of full-time, year-round workers:
 - White man: \$1.00
 - Black woman: \$0.62
 - Asian woman: \$0.90
 - American Indian/Alaska Native: \$0.57
 - White woman: \$0.79
 - Hispanic or Latino woman: \$0.54
- September 2020: Number of workers who dropped out of the workforce this month:
 - 617,000 women; and 78,000 men

The Moral Case – What You Can Do

- Take Action to Make a Change
 - Be aware of negative impacts of exclusion and implicit biases on an employee's career
 - Be intentional about who to include for positive impacts



Breakfast Bites

UNDERSTANDING DIVERSITY, EQUITY & INCLUSION:
THE BUSINESS, LEGAL, AND MORAL CASE – WHY
IT'S IMPORTANT AND WHAT YOU CAN DO

The Legal Case – Why It's Important: It's Legally Compliant Thing to Do

- Title VII
 - Discrimination and harassment are prohibited
- Negative impacts on employee and company
- Litigating claims are costly



The Legal Case – Why It's Important: It's Legally Compliant Thing to Do

- 45% of American workers experienced discrimination and/or harassment in the past year
- 2019: EEOC recovered \$385 million in monetary benefits
 - Michigan is the 11th highest state for 2019 EEOC charges files



The Legal Case – Why It's Important: It's Legally Compliant Thing to Do

- Different from Affirmative Action Programs
 - The end result is equal opportunity and a level playing field
- Perception matters more than intent (within reason)



The Legal Case – What You Can Do

- Be Intentional in Company Policies and Procedures
 - Consider adopting a DE&I statement and mission



The Legal Case – What You Can Do

- Understand, Address, and Stop **Microaggressions**
 - “A comment or action that is subtly and often unintentionally hostile or demeaning to a member of a minority or marginalized group.”
 - Merriam Webster



The Legal Case – What You Can Do

- Type of microaggressions:
 - Exploiting minorities for the appearance of diversity
 - Applying stereotypes and making assumptions
 - Interrupting or talking over others
 - Stating you don't see a personal characteristic of a person
 - Comments that have offensive or negative connotations



The Legal Case – What You Can Do

Microaggression Examples:

"Where are
you really
from?"

"You're
transgender?
Wow, you don't
look like it at all"

"You're so
articulate"

"If you work
hard, you
can
succeed"

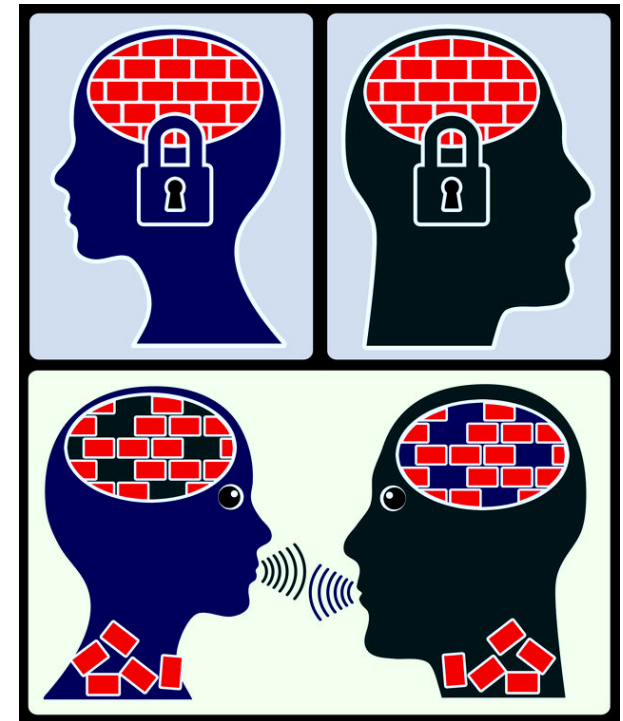
"I think you're
in the wrong
room"

"Is that
your real
hair?"

"When I see
you, I don't see
color"

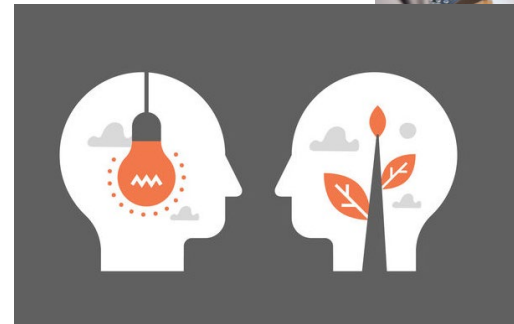
The Legal Case – What You Can Do

- How to respond to microaggressions:
 - Let it go
 - Respond immediately; or
 - Respond later
 - Ask questions
 - “What did you mean when ...?”
 - “What makes you think ...?”



The Legal Case – What You Can Do

- How to respond to microaggressions:
 - Create policies for when an employee is subject to unlawful conduct
 - Conduct trainings on the policies



Breakfast Bites

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THE BUSINESS, LEGAL, AND MORAL CASE – WHY
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The Business Case – Why It's Important: It's the Best Thing to Do

- Promotes Innovation
- Increased Revenue
- Attract Talent, Including Minorities and Millennials
- Improve Retention
- Clients/Customers Demand It



The Business Case – What You Can Do

- Create Sustainable Pipeline Programs
- Engage Employees
 - Enhance Collaboration and Participation
- Be Transparent in Opportunities and Processes
 - Eliminate biases from employment processes



The Business Case – What You Can Do

- Link DE&I Initiatives to Positive Impacts on Business Growth
 - Research market, talent, and other opportunities
 - Internal audits
 - Current barriers
- Growth Mindset vs. Fixed Mindset
- Develop DE&I strategy



Considerations for Inclusive Practices

- **The DE&I Strategy:**
 - Commitment starts at the top down, bottom up, and inside and out
 - What is the goal?
 - Establish a budget
 - Prioritizing initiatives



Considerations for Inclusive Practices

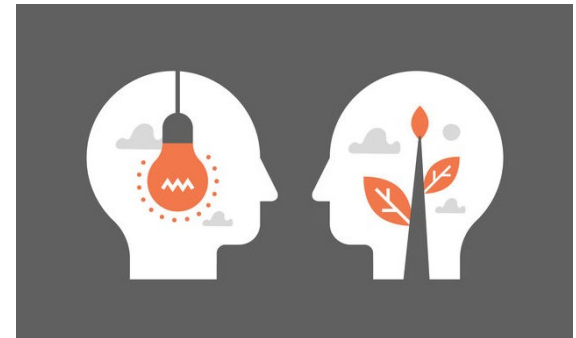
- **DE&I Strategy Cont'd:**
 - Create an inclusive culture
 - Track the metrics
 - Set benchmarks
 - Tailor for maximum impact



Considerations for Inclusive Practices

- **DE&I Strategy Cont'd:**

- Consider your local community and culture.
- Collaborate with other sectors and industries.
- Be accountable.



Breakfast Bites

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Considerations for Inclusive Practices

- Employee Resource Groups
 - (also known as affinity groups or business network groups)
- Hiring practices
 - Bridge gaps in staffing and compensation
 - Objective job descriptions
 - Blind application systems
 - Diverse group of decision makers



Considerations for Inclusive Practices

- Retention
 - Inclusive engagement
 - Transparency to leadership roles
- Workshops/Trainings
- Policy and Procedural Considerations



Considerations for Inclusive Practices

- Advancement
 - Mentorship
 - Sponsorship
 - Metrics to measure
- Empathetic and accountable leadership



Understand DE&I is an Ongoing Journey

Top Companies according to DiversityInc
2020 Top 50 Companies for Diversity:

1. Marriott International, Inc.
2. Hilton
3. Eli Lilly and Company
4. ADP
5. Accenture
6. Mastercard
7. Comcast NBCUniversal
8. Abbott
9. TIAA
10. Toyota Motor North America, Inc.

Thank you!

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