

People welcomed.  
Voices heard.

**Inclusion  
amplified.**

LIMEADE IS TAILOR-MADE  
FOR YOUR COMPANY.



limeade  
INCLUSION



# INCLUSION IN YOUR WORKPLACE

limeade®

# WHAT INCLUSION MEANS – AT WORK, IN LIVES AND TO LEADERS

Most leaders agree inclusion is important. But what it means and how it comes to life varies widely from one company to the next. For some, it involves hiring and retaining a diverse cross-section of employees. For others, it means hosting unconscious bias trainings or launching employee resource groups. Some companies dedicate an entire leadership role to D&I. In fact, 60 percent of Fortune 500 companies now have a Chief Diversity Officer or similar.<sup>1</sup>

While these efforts are great starting points, an organization looking to truly emphasize inclusion should create a culture that embraces unique ideas, perspectives, experiences and people. Surveying people and hiring a diverse workforce is only part of the equation.

The key to inclusion is making sure each employee feels included, and this is exactly where many companies lose momentum. You need true commitment from everyone, every day and throughout an organization, to create a culture that feels inclusive. Leaders also need to show they authentically value the people behind the ideas and experiences.

**The truth is, fostering inclusion is easier said than done.**

It takes focus and action at every level, not just a mandate from the C-suite.

**Why won't a top-down approach work?**

Inclusion revolves around the day-to-day interactions between employees, managers, leaders, teams and peers. In other words, genuine inclusion relies on leadership support and grassroots energy.

**TO MAKE A REAL IMPACT AND DISPLAY ONGOING COMMITMENT TO YOUR PEOPLE, IT'S IMPORTANT TO UNDERSTAND THE DYNAMICS AT WORK IN YOUR ORGANIZATION.**

## YOUR COMMITMENT CREATES COMMITMENT

Employees who feel included are

**43%**

more committed to their organizations.<sup>2</sup>

## HOW LIMEADE DEFINES INCLUSION:

Inclusion is a sense of belonging, connection and community at work. Inclusive organizations help people feel welcomed, known, valued — and encouraged to bring their whole, unique selves to work.

# THE COMPONENTS OF INCLUSION

**INCLUSION IS A CONCEPT. YOUR PEOPLE BRING IT TO LIFE.**

Before you can build a relevant approach to inclusion in your organization, you need to understand the basics — **how people experience inclusion and the traits of an inclusive workplace. These eight building blocks are the foundation of inclusion at both the individual and company level:**

## 1. HAVING A VOICE

When employees feel like they “have a voice”, they’re more likely to share their opinions with others.

## 2. BELONGING

An employee’s sense of connection to their company is built on belonging — the feeling that you’re a part of an environment that knows and values you.

## 3. SENSE OF UNIQUENESS

Just like an employee needs belonging and connection, they also need to feel unique among their peers, that their company cares about their individual strengths and experiences.

## 4. FEELING VALUED

When an employee feels that their voice and unique self are appreciated, there’s a greater sense of value and satisfaction.

## 5. LEARNING AND DEVELOPMENT

Employees who have access to learning and development opportunities know that their company cares — about their ideas, aspirations and growth.

## 6. COLLABORATIVE ENVIRONMENT

Regardless of your role or department, a collaborative environment can help break down silos and promote organization-wide inclusion.

## 7. ACCESS TO RESOURCES

Resources like support from managers or diversity and affinity groups help employees know their organization is committed to their well-being and growth.

## 8. STRATEGIC ALIGNMENT

Strategic alignment requires companies to explain why inclusion is important so that leaders, managers and employees can put strategy into action.



# INCLUSION DRIVES INNOVATION

**WHEN ALL THE COMPONENTS ARE IN PLACE, INCLUSION CREATES AN ENVIRONMENT WHERE INNOVATION CAN THRIVE.**

To understand the connection between inclusion and innovation, you need to first understand innovation. In theory, it's the creation of a new idea or way of operating. But what does that mean in practice? And how does it show up in people's lives and work?

For most people, innovation starts with creativity — the origination of ideas. Regardless of role, creativity takes risk — it takes venturing out into the unknown. From there, you might innovate, or you might miss the mark and learn a lot.

**How does inclusion fit in?** Before creativity and innovation, there's risk. There's a person behind an idea who goes out on a limb. And when that person has a voice, when they feel they're valued (for their uniqueness) and part of an environment that will support them even in the face of failure (a sense of belonging), that risk seems way more approachable.

**AN INCLUSIVE CULTURE WELCOMES IDEAS AND PEOPLE — AND THAT'S WHAT DRIVES INNOVATION.**

**It's no secret that inclusive workplaces see better business results.**

When an organization truly invests in the process, inclusion unlocks potential. Diversity of perspective, the unique lived experience of every employee, supports and encourages innovation, in big ways and small.

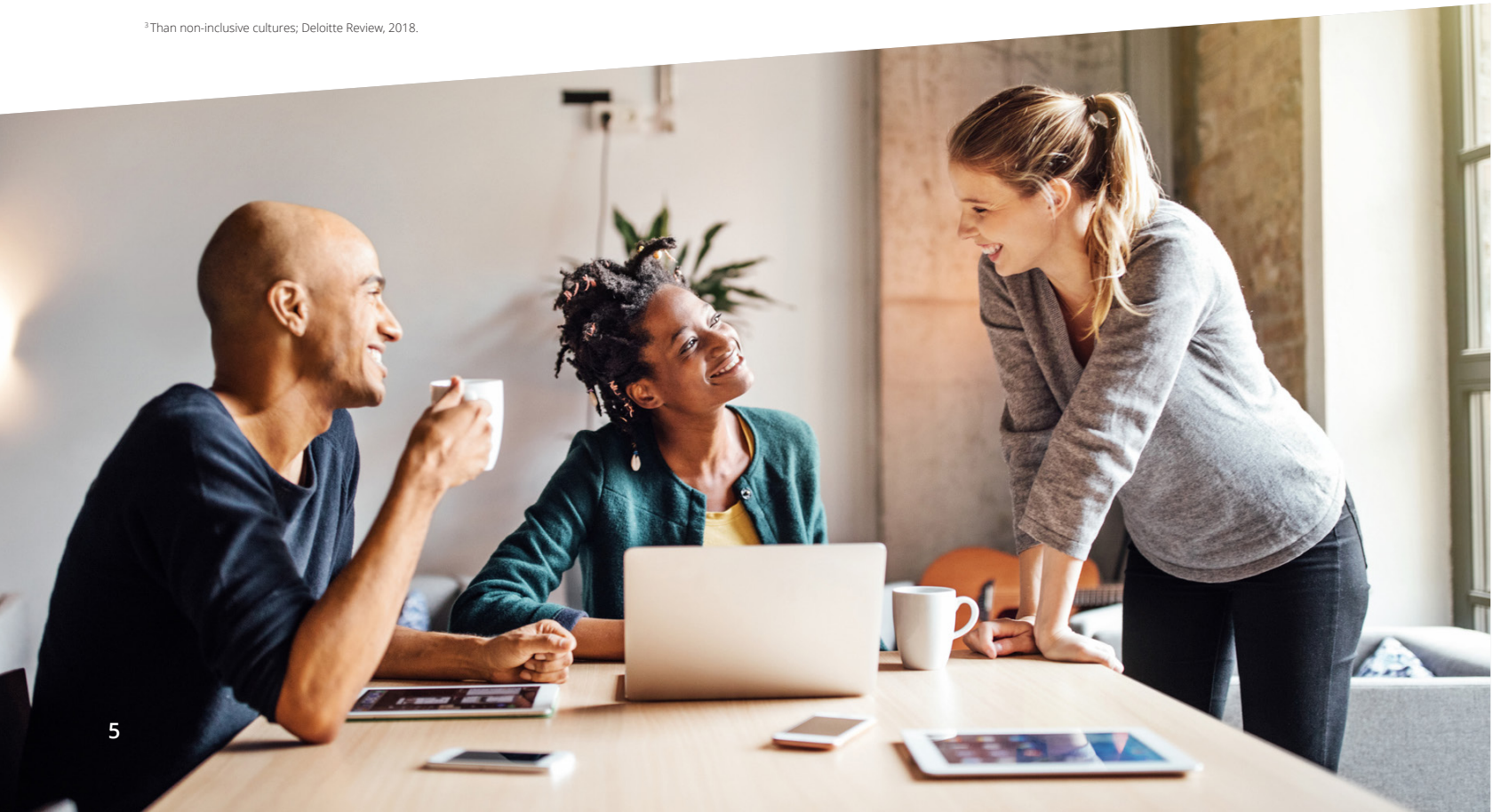
**The data backs it up. Inclusive cultures are six times more likely to be innovative.<sup>3</sup>**

Diverse, unique, collaborative people strengthen company culture, and when organizations display ongoing commitment to making sure employees feel included and valued, the result is an inclusive workplace that's innovative and productive.

Whether the innovation focuses on an entirely new way of doing business, or a better system for collaboration between coworkers, inclusion is the basis of any highly-functioning company.

But it doesn't stop there. Inclusion feeds an employee's overall well-being, fuels the commitment they have to their company and fosters engagement in everything they do.

<sup>3</sup> Than non-inclusive cultures; Deloitte Review, 2018.



## THE RESULTS: WHAT INCLUSION CAN DO IN YOUR WORKPLACE

For people, inclusion means an amazing, fulfilling experience at work (and beyond).

### EMPLOYEES WHO FEEL INCLUDED:<sup>4</sup>

ARE  
**28%**  
more engaged at work

HAVE  
**19%**  
greater well-being in their lives

ARE  
**43%**  
more committed to their company

ARE  
**51%**  
more likely to recommend their company as a great place to work

### TYPICALLY INTEND TO STAY WITH THEIR COMPANY

**3x**  
longer

And for companies, inclusion can mean a lot.

### INCLUSIVE WORKPLACES:

ARE  
**6x**  
more likely to anticipate change and effectively respond<sup>5</sup>

ARE  
**8x**  
more likely to have overall better business outcomes<sup>6</sup>

HAVE  
**2.3x**  
higher cash flow per employee over a three-year period<sup>7</sup>

<sup>4</sup> Limeade Institute and Artemis Research, 2018.

<sup>5</sup> Bersin by Deloitte, 2017.

<sup>6</sup> Deloitte Review, 2018, [https://www2.deloitte.com/content/dam/insights/us/articles/4209\\_Diversity-and-inclusion-revolution/DI\\_Diversity-and-inclusion-revolution.pdf](https://www2.deloitte.com/content/dam/insights/us/articles/4209_Diversity-and-inclusion-revolution/DI_Diversity-and-inclusion-revolution.pdf).

<sup>7</sup> Bersin by Deloitte, 2016, <http://joshbersin.com/2015/12/why-diversity-and-inclusion-will-be-a-top-priority-for-2016/>.

# INCLUSION IS EVERYONE'S JOB

IT TAKES ACTION AT EVERY LEVEL TO BUILD AN INCLUSIVE CULTURE.

To make an impact, you need to take action to strengthen the building blocks of inclusion in your company. **Here are some tips to get you started:**

## FOR EVERY SINGLE EMPLOYEE

Inclusion can only make a company culture-wide impact when people feel valued and unique, when they feel they have a voice and belong. It takes effort on everyone's part to build trust over time.

### Show your people you care with:

- An optional online "town hall" meeting about an upcoming business decision or HR effort. When people feel commitment from you, they'll reward you with their own commitment.
- A random lunch partner program. Your people can meet new coworkers, learn about each other's roles and ultimately strengthen the cultural ecosystem.
- Regular one-on-one meetings between managers and employees. Encourage managers to make the time, and let your people know that it's their space to talk about what matters most.

## FOR A GROWTH-ORIENTED WORKPLACE

With a more collaborative environment, access to resources and opportunities for learning and development, people, teams and entire companies can reach their full potential.

### Make it happen with:

- A cross-functional project or meeting between teams. Research reveals that peer-to-peer interactions are key to perceptions of inclusion at work, so extend everyone's peer networks.<sup>8</sup>
- Regular check-ins with your managers and employees. As a leader, what are you hearing from your people? What's not working, and what could make a difference?
- Designated time during one-on-ones to start a conversation and encourage employees to continuously pursue learning and development, supporting their journey as much as possible.

## FOR THE BIGGER PICTURE

Clearly communicate to employees how your organization views, defines and pursues inclusion. That way, all your people know how and where they can take action to improve inclusion.

### Bring it to life with:

- Behaviors and actions that inspire. Model the kind of behavior aligned to your inclusive mission. Your people will see your commitment to the process and know their own next steps.
- Visuals. Whether it's a poster in the break room, a mobile app or an inclusive meeting checklist in every conference room, keeping inclusion right up front will keep it top of mind for everyone.
- Real action. Listen to employee feedback, collect the data points, define the best practices. But most importantly, show people you're taking action on the insights, so they'll be inspired to be inclusive in their own ways. That's where Limeade can help.

## WHAT'S NEXT?

Building an inclusive workplace starts with the tools and resources that foster inclusive habits. This means thinking about the millions of interactions employees have every day and how they may or may not make people feel welcomed, valued and appreciated. It means keeping up the momentum, showing ongoing commitment from the top and encouraging grassroots efforts at all levels.

**And you need everyone working together to bring it to life.**





# LIMEADE INCLUSION IS BUILT FOR YOUR COMPANY. AND MADE FOR YOUR PEOPLE.

There's a new mindset emerging — the idea that technology can scale inclusion efforts across departments and levels. With more automation, stronger connections and real-time action based on survey results and activities, technology can help companies empower every employee to be part of ongoing inclusion efforts. Limeade is that technology. Starting with your unique inclusion score, Limeade delivers the insights and actions needed to create a truly inclusive workplace.

Limeade Inclusion gives your people a voice, empowers them to be a part of building an inclusive culture and shows your people how much you care.

## **WANT TO LEARN MORE?**

Visit [limeade.com/get-in-touch](https://limeade.com/get-in-touch) to contact us or request a demo.

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