



SIAPARTNERS

The importance of DEIB

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Introduction to DEIB

To successfully review Diversity, Equity, Inclusion & Belonging, it is key to understand what is meant by DEIB

When creating an equal workplace for all, it is important to understand the difference between Diversity & Inclusion (D&I) and the concepts of Equity and Belonging. To best understand these concepts, we use the 'party' metaphor:



DIVERSITY

Being invited to the party



INCLUSION

Being able to select the music and dance



EQUITY

Having equal means and support to equally enjoy the party, e.g., wheelchair accessible



BELONGING

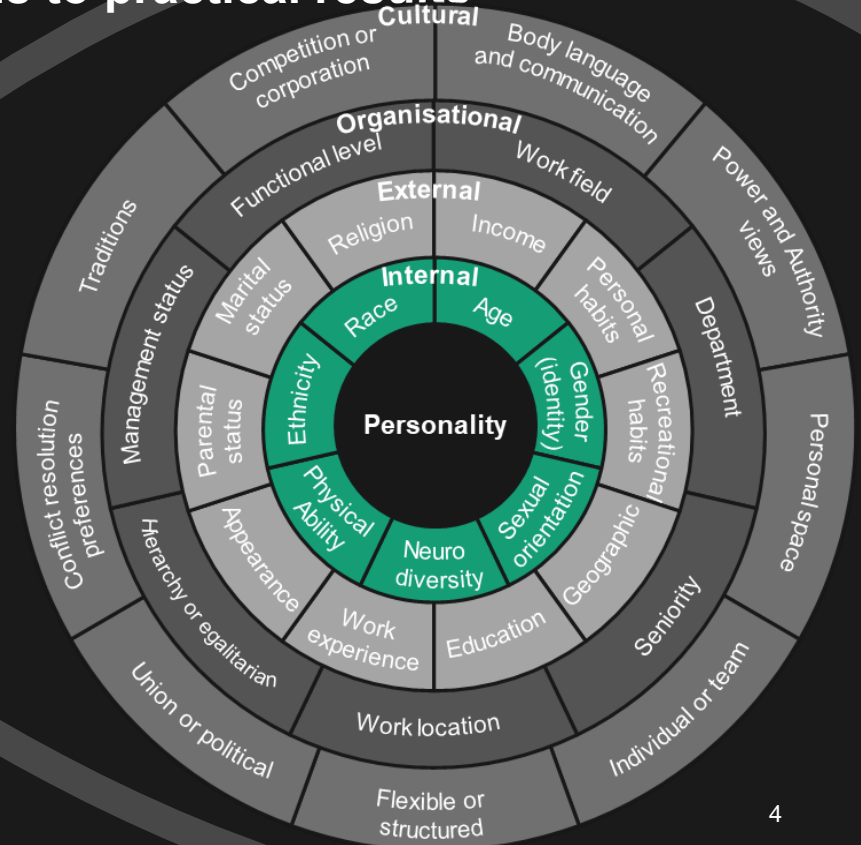
Feeling free to dance how you like

Is everybody dancing freely in your organisation?
Who sends out the invites?

However, on the topic of diversity there is more than ‘what the eye can catch’ and a clear scope definition leads to practical results

Organisations must be realistic about which topics they want to tackle as it is broad. We divide Diversity in five different layers:

- **Personality:** The deepest level of diversity. Every person has a different type of personality.
- **Internal:** Aimed at internal factors of a person. Some are visible, some are not.
- **External:** These are factors that influence a person, which is influenced by external factors.
- **Organisational:** Aimed at the experiences of a person within an organisation
- **Cultural:** The highest level. People are shaped by traditions and their country.



Equality vs Equity

Equality: each individual is given the same resources or opportunities.

Equity: each person has different circumstances and allocates the exact resources and opportunities needed to reach an equal outcome.





Why investing in DEIB is important

The moral and the human case

SOCIAL JUSTICE

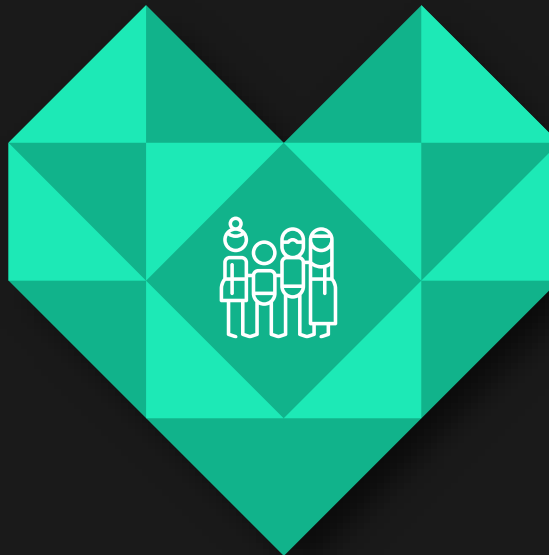
advocate a more equitable society where everyone has a fair chance to thrive and succeed.

EQUALITY & HUMAN RIGHTS

Advocating for with equal treatment, non-discrimination, and the protection of individual's rights, needs (Maslow) and freedoms

EMPATHY & COMPASSION

Recognizing and valuing diverse perspectives, experiences, and backgrounds



WELL-BEING & FULLFILMENT

creating environments where they can be their authentic selves, feel valued, and thrive.

ETHICAL RESPONSIBILITY

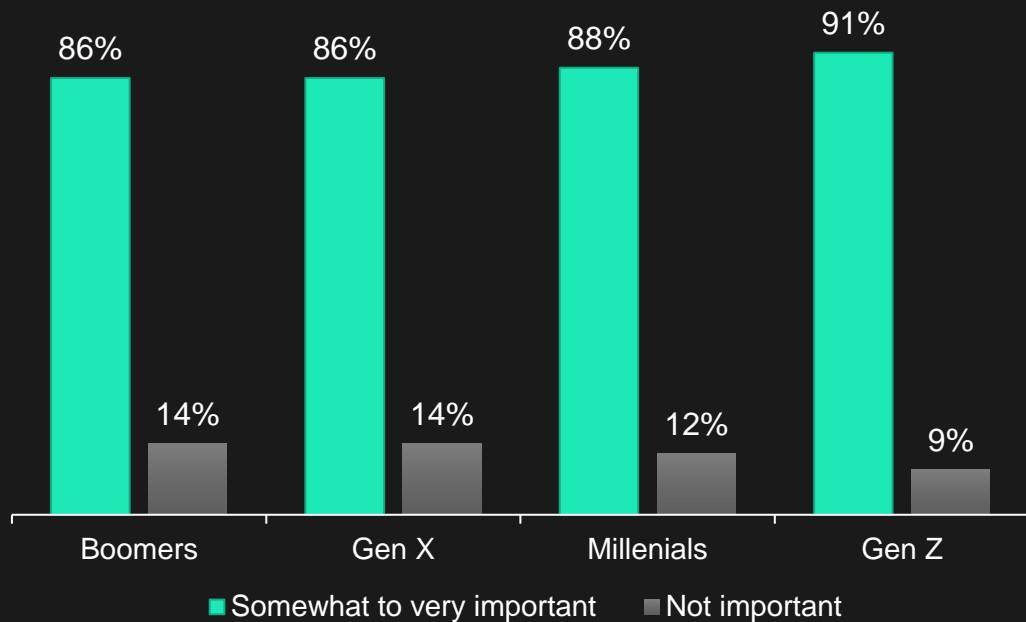
Create environments that are inclusive and respectful of all individuals.

CULTURAL COMPETENCE

Fostering intercultural understanding, communication, and collaboration.

The talent case

% of job seekers in each generation who say it is ... to them personally that people from different backgrounds are represented in the workplace



Source: ZipRecruiter Diversity, Equity and Inclusion Survey, 2019 (n=6,178)



Employee satisfaction and retention

+68%

Increase in retention of employees

-50%

Reduction in risk of turnover costs

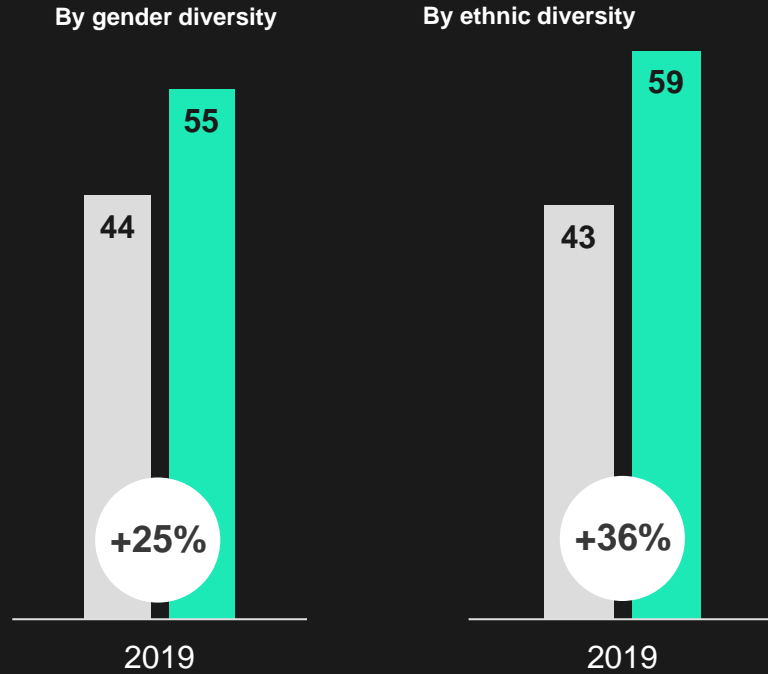
+101%

Increase in employee engagement

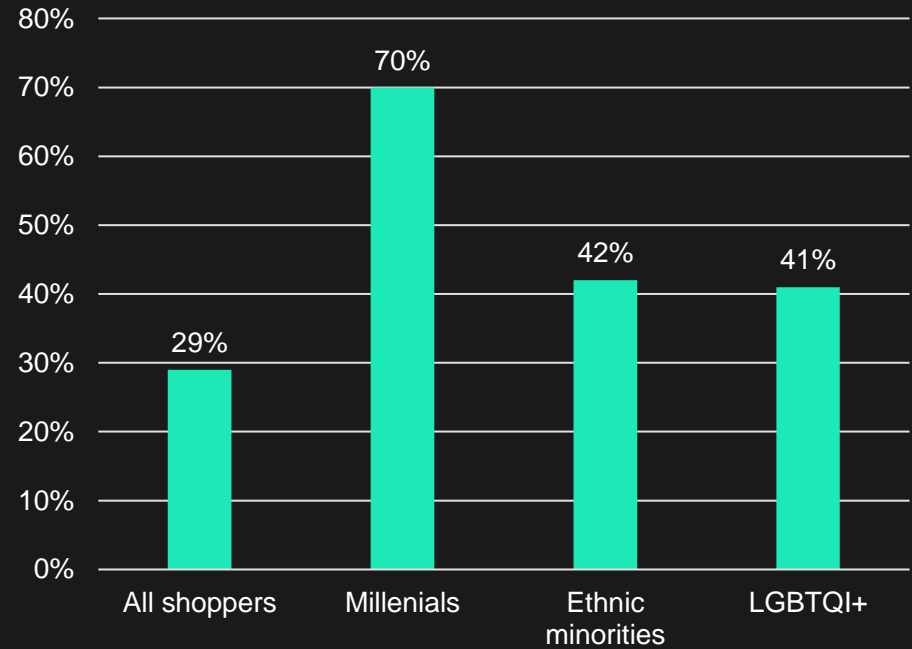
Source: Equalture

The financial and commercial case for DEIB

Likelihood of financial out performance (%)



% who would swap brands if the brand does not invest visibly in D&I



Source: McKinsey Diversity Wins: How Inclusion Matters, 2019

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Bottom quartile
Top quartile

Accenture, Inclusion & Diversity in Retail (2019)

The legal case for DEIB

Quota for gender balance on corporate boards and quota for firing People with a Disability (NL)



Transparency on pay for men and women (EU)



Equal treatment during recruitment and selection (NL)



European Accessibility Act for accessible products and services (EU)



Assess processes against DEIB regulatory developments and comply with the regulatory requirements as soon as possible to avoid:



Significant fines



Financial losses



Reputational risks with talent attraction and stakeholders

The Netherlands is inclusive right?

Meer last van personeeltekort

Twee op de vijf bedrijven lijken bij sollicitatie te kiezen voor witte man

Rabobank, 2023

Nederland zakt naar plek veertien op LHBTI+ mensenrechtenindex

Rainbow Index, 2023

Nederland stijgt met 3 plaatsen naar 28e positie op Global Gender Gap Index

Wereldwijde ongelijkheidskloof nog niet hersteld van coronadip

WEF, 2022

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Mannen vinden dat ze het zwaarder hebben dan vrouwen in Nederland: 'Slechtst mogelijke tijd om witte man te zijn'

EenVandaag, 2023

Football supporters attacked volunteers at LGBTQ+ organization's Eindhoven office

NL Times, 2023

1 op de 10 werknemers voelde zich in 2022 gediscrimineerd op werk

18-4-2023 00:00

CBS, 2023

What actions can you take today?



Promote DEI initiatives and behaviours in your own team and network and show appreciation



Take part in events related to DEI (especially as a leader) and join the Employee/Business Resource Groups



Show exemplary behaviour and speak up to and address exclusive behaviour



Use inclusive language and use your pronouns in your communication



Look for differences, ask advice beyond the usual suspects in your inner circle



Educate yourself on the topic, find your biases via the Harvard Implicit Bias test

Listen to people and their needs before you assume



What actions can your organization take today?



Develop a strategic program and policy for DEIB, and measure your progress



Establish Business Resource Groups for the different diversity dimensions and promote allies to join those



Assess your company policies and procedures if they are equitable and inclusive, and implement best practices (diversity day, transition leave, parental leave for different families)



Assess your hiring protocols if they contain biases or if they reach the right groups (e.g. channels used, diverse panels, inclusive job ads)



Develop educational programs (mentor programs, voluntary training) for employees to educate themselves or educate and support others



Establish a DEIB manager with mandate and a DEIB task force with time and resources

Encourage leaders to become role models, mentor employees, show the right behaviours and listen to the employees' needs

