

Beyond The Buzzwords

DE&I Through The Lens of Human Connection

Presented By: Dr. Virnitia J. Dixon

~~CRITICAL Race theory~~

~~Quotas~~

~~Microaggressions~~

~~Unconscious Bias~~

~~isms~~

~~Oppression~~

~~Privilege~~

~~Dominant culture~~

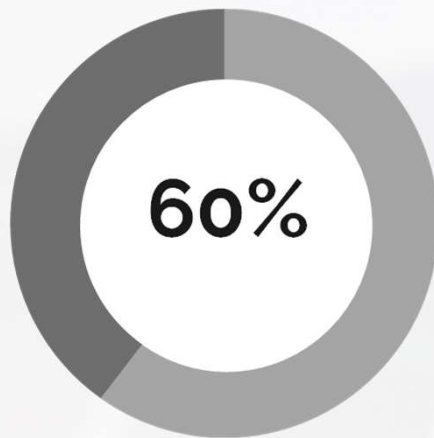
A Quick Personal Story

My journey to
Chief Diversity Officer at Santander US



#1 Vanity Metrics

Companies that have metrics to measure their DE&I efforts



(Forbes)

Beyond the Buzzwords

Allowing data to inform decisions, predict scenarios and suggest actions for optimal outcomes.



Predictive Analytics



Data Driven Decisions



Leading Indicators

#2 “Check The Box” Programs

40%

of companies view diversity work as a way to mitigate legal, compliance or reputational risks.
(SHRM)

47%

of companies in 2021 had a mentorship program with an additional 24% planning to add one before 2025.
(Korn Ferry)

Beyond the Buzzwords

Investing in our employees and fostering an environment where they feel valued and can grow

- Impact over activity
- Sustainability
- Outcomes vs Outputs
- Broad engagement
- Shared accountability

#3 “Donations Only”

70%

of Americans believe it's either “somewhat” or “very important” for companies to make the world a better place.

(Harvard Business Review)

Beyond the Buzzwords

Building relationships and investing in underserved communities which enables people to prosper.

- Philanthropy vs Social Innovation
- Long term partnerships
- Solution Focused

DE&I Fatigue: What's Bringing Us Down

\$8 Billion

U.S. companies annual
spend on DE&I training
(Harvard Business Review)

< 1/4

HR professionals
deem their companies
DE&I practices as advanced or expert
(HR Research Institute)

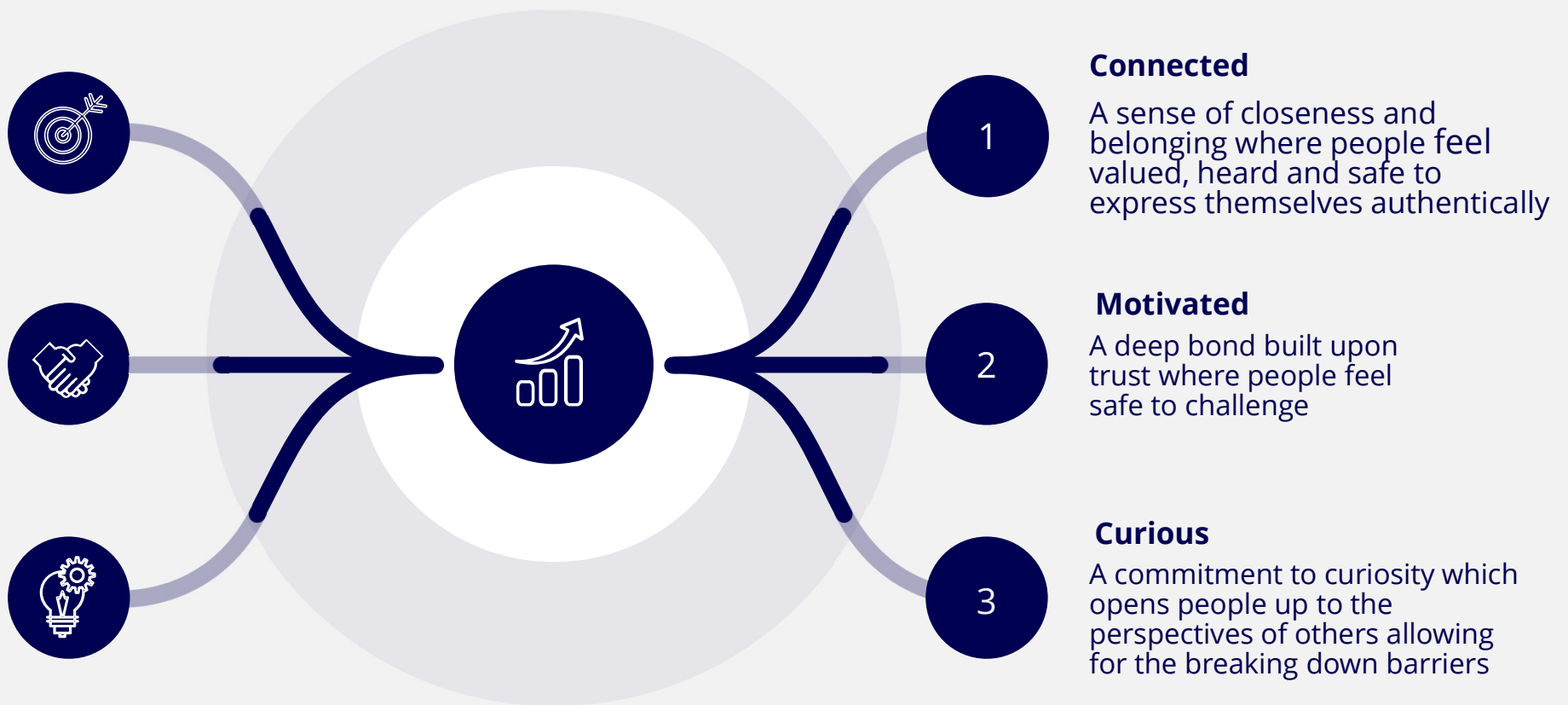
80%

of companies paid for
unconscious bias training
in 2021
(Harvard Business Review)

Great News: DE&I In the New Age

A New Movement Around **Human Connection**

What We Mean by **Human Connection**



Progress through **Human Connection**

Individuals

People from any walk of life may show increased satisfaction and happiness when deeply connected to others.

Leaders

Leaders who increase communication can impact employee happiness resulting in product innovation.

Organizations

Experience potentially higher performance levels when there is a trusting workplace and psychological safety is embedded in the culture

The Simple Two Step Process To Making Human Connections Happen



5 Ways Your Organization Can Embrace **Human Connection** Today

1

Get rid of old, unhelpful DE&I paradigms

2

Start using the language of Human Connection

3

Foster engagement by creating platforms for Human Connection

4

Package stories from this grassroots movement

5

Use it to transform the rest of your organization

12

We All Want More Innovation

The best ideas & growth come when we allow ourselves to be surrounded (and influenced) by those who think differently.



Traditional Views of DE&I

Diversity = Race, Ethnicity, Gender, etc.

Equity = Achieving parity

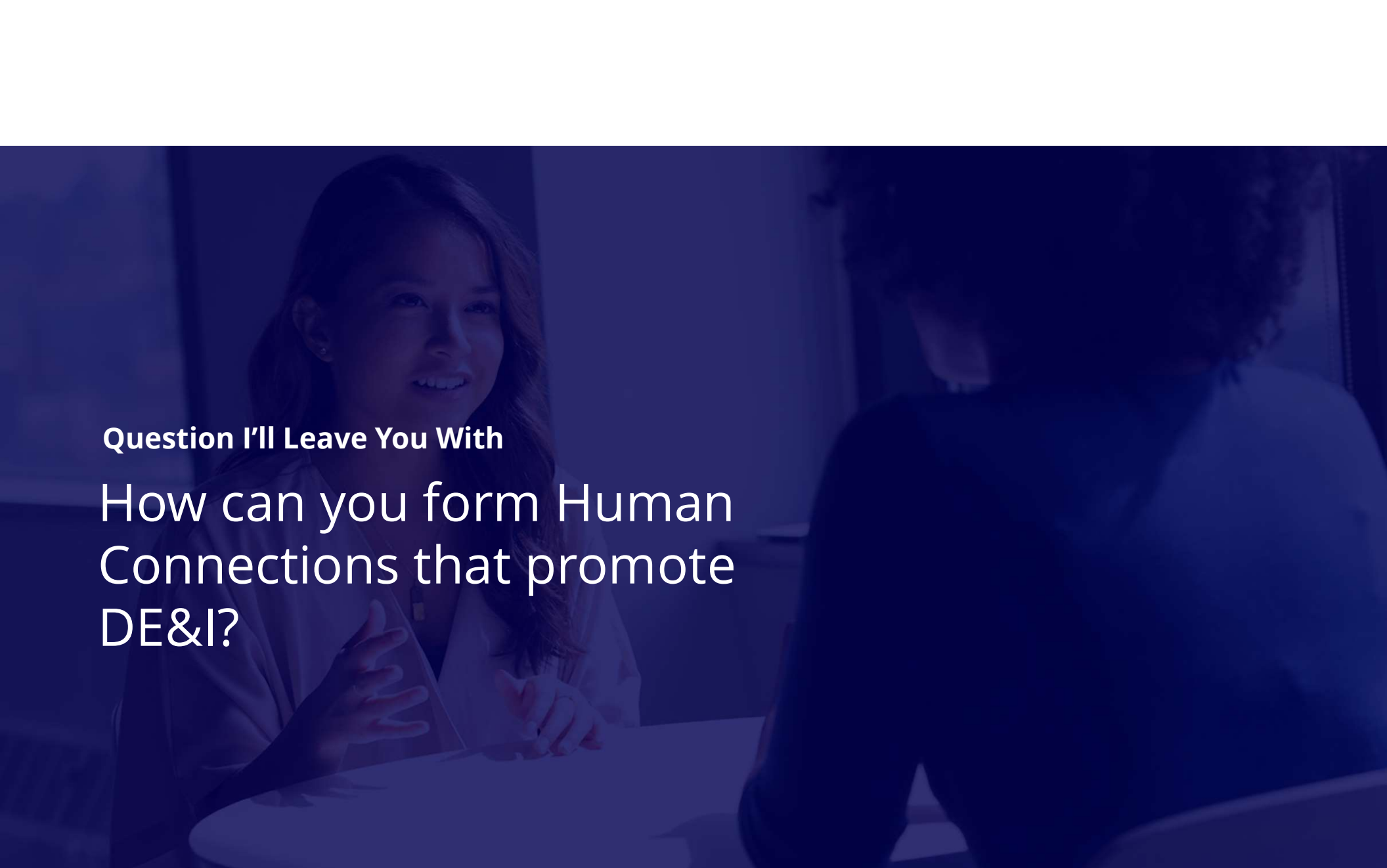
Inclusion – Sense of belonging

Beyond The Buzzwords

Diversity = Focused on broad representation through **Human Connection**

Equity = Access to information and opportunities

Inclusion – All components of Psychological Safety



Question I'll Leave You With

How can you form Human
Connections that promote
DE&I?



Thank You

Be Human, Connect With One