

Top 10 Tips – A guide to integrating diversity management into your business

Supplied by: No Limits Consultancy Ltd



Most organisations are not able to quantify the impact of diversity on their business. Gauging how well a business is meeting the needs of employees, customers, suppliers, its community and how well it is performing in diversity management requires research and action. Armed with diversity data, a business can understand the impact diversity is having; build a business case for diversity; innovate in the workplace and marketplace and create solutions that benefit their stakeholders at the same time as reducing costs, increasing profits and seizing business opportunities. There are some simple and systematic steps that you can take to integrate diversity into your business:

- 1. Create a culture of inclusiveness** led by senior leaders who actively promote diversity and are involved in removing barriers. Develop positive leadership at a senior level and a real desire to tackle an area widely perceived as complex. This leadership involves many elements: talking frankly and openly about diversity; becoming involved and driving changes that are integrated and sustainable; turning words into actions; consulting stakeholder focus groups and understanding their dynamics, developing solutions to help and support everyone.
- 2. Establish the business case** for monitoring diversity and understand why you are monitoring diversity. Assess your whole organisation, leave no stone unturned and make no assumptions.
- 3. Explain why you are monitoring diversity** and the importance of diversity monitoring to the organisation's success. Guarantee confidentiality so that no one can be identified from the results. Reiterate compliance with the data protection act and identify which business leaders will have access to diversity data.
- 4. Consult with key stakeholder groups** to establish the best way to introduce diversity monitoring into the organisation; because of stigma and taboo you will need to devise ways of capturing data that give confidence and protect individuals.
- 5. Create / enhance monitoring systems** such as supplier, customer and employee surveys, and supplier, customer and employee acquisition and retention.

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- 6. Treat diversity survey data cautiously at first.** It will take time to build up numerical data that is reliable. You will certainly identify quick fixes, but diversity is a complex subject which does not fall into the quick fix, “tick in the box” category. It is a slow burn subject with rewards as your organisation matures and its people develop diversity competence and confidence. Some results may require further deeper investigation to identify underlying causes of issues.
- 7. Make a commitment to repeating diversity monitoring** on a regular basis in order to create an internal benchmark over time, to measure performance and progress. This internal data will also help you to respond to procurement tenders and allow you to participate in external benchmarking.
- 8. Use the data to take action** to address issues revealed by monitoring and widely communicate these actions in order to encourage greater participation in future monitoring exercises.
- 9. Undertake workplace and marketplace diversity initiatives**, e.g. designing new products and services, creating staff networks and mentoring schemes, stakeholder engagement. Create policies, processes, procedures tools, and relevant training to help your stakeholders deliver your diversity goals.
- 10. Tackle what is a priority for your business** and use diversity as another lever in your quest for improving and differentiating your business. Manage diversity in the same way you would manage any other type of change in your business. Keep in mind reasonableness, proportionality and practicality in the context of the size of your business when you start to develop a diversity strategy and make the application of diversity relevant to your business, simple and easy to apply for your employees, suppliers and partners.

For further advice or information contact No Limits Consultancy on 01604 211430 or enquiry@nolimitsconsultancy.com Alternatively visit our website at www.nolimitsconsultancy.com

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