

# Strategies for Achieving Our True Diversity and Inclusion

Hiring one or two diverse employees but avoiding the more difficult work of creating a truly inclusive culture can lead to employees and clients determining that company leadership is only interested in keeping up appearances, not in real change.

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It's important to strive for diversity, equity and inclusion when it comes to our workforce.

Leaders in the human resources industry are in the vanguard of building effective DEI initiatives in the workplace. Below, 15 [Forbes Human Resources Council](#) members share strategies for managing and achieving true diversity and inclusion in the workplace.

Forbes Human Resources Council members share ways to build an effective DEI initiative in your company.

Photos courtesy of the individual members.

## **1. Standardize the interview experience.**

Digital, structured interviewing is a solid strategy for building authentically diverse teams. By asking the same questions in the same way and in the same order to all job candidates, you minimize the dangers of hiring bias and ensure a fair, standardized interview experience for all. This strategy helps you objectively hire people who are more representative of the human race as a whole. - [Sean Fahey, VidCruiter](#)

## **2. Reward the desired behavior.**

We have to move beyond training, reporting and analytics and enable people to work differently. In addition to using emerging tech to detect, prevent and eradicate bias, rewarding new behavior is critical. This means updating enablement and MBOs for managers and individual contributors. - [Dr. Patti Fletcher, PSDNetwork, LLC](#)

### **3. Think in terms of ‘culture add’ versus ‘culture fit.’**

“Culture fit” describes how well a candidate can conform to the organization, which can lead to bias and a homogenous culture. Conversely, “culture add” is a philosophy that consciously embraces individuals from different backgrounds, communities and demographics to foster a culture of inclusiveness. This leads to more innovative and creative teams. - [Jeff Carr, Inkling](#)

### **4. Commit to developing high-potential diverse candidates.**

It is possible to have both diversity and performance without tokenism. This requires strategic intention and action. For example, identify high-potential diverse candidates. Ensure there’s a commitment from leadership to providing mentorship, coaching and development for those high-potential performers who may be missing a couple of the requisite skills, or consider moving those candidates to a stretch role. - [Victoria Pelletier, IBM](#)

### **5. Build programs that provide access to development.**

Tokenism is easily avoided by those organizations that authentically have a diverse workforce and that have built programs, resources and opportunities that provide access to mentorship and leadership development. This ensures you don’t need to rely on a small population of diverse talent to represent your workplace. You have to do the real work to get the real results. - [Keri Higgins Bigelow, LivingHR, Inc.](#)

### **6. Audit your recruitment system.**

Diversity, equity and inclusion cannot be “add minorities and stir.” Evaluate job descriptions so groups of people are not eliminated from consideration. Ensure recruitment tactics engage a diverse network of candidates. Offer blind reviews of applications where possible to remove bias. Welcome new perspectives as being key to your company’s success. Help your current team purge itself of biases. DEI must start on the inside. - [Courtney Pace, FedEx Employees Credit Assoc.](#)

### **7. Partner with a resource group.**

Find the C-level executive sponsors with personal connections and partner with your employee resource group or business resource group. Start small with a plan for a big rollout. To make this work, the combination of top-down and bottom-up is a must.

- [Nish Parikh, Rangam Consultants Inc.](#)