



**WET CEMENT**

MAKE YOUR MARK



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# 10 TIPS TO BUILD INCLUSIVE CULTURES

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# 1

## DIFFUSE MICROAGGRESSIONS & PROMOTE MICRO- AFFIRMATIONS

When you witness subtle acts that show dominance—condescending words, taking credit for the ideas of others, correcting only marginalized co-workers—speak up and address the behavior.

Spread positivity with microaffirmations—small, brief acts that affirm other people's competence and value.

Nod your head as they speak; request input from everyone; back someone up publicly—make others feel appreciated and valued.

# 2

## RECOGNIZE & REJECT THE “DOUBLE BIND”

Men are perceived as great leaders when they communicate directly and make decisions with conviction. Research shows that when women don't display typically "female" traits like empathy, warmth and prosocial behaviors, they are perceived negatively, even if they demonstrate the same exact "leadership" behaviors as their male counterparts.

Stop holding your female employees to a double standard.



# 3

## COUNTERACT UNCONSCIOUS BIAS

Publicly acknowledge the contributions of marginalized groups like women and minorities.

Reduce stereotyping in reviews by establishing promotion criteria in advance, so awards are not connected to who might be "ready" or "qualified."

Focus on the many reasons why to include others vs exclude them.

# 4

## BE AN ALLY & PRACTICE BYSTANDER INTERVENTION

Interject when someone gets interrupted to say "Let them finish!"

Give credit where credit is due and help advance good ideas from marginalized employees.

Offer to mentor or sponsor colleagues to help them reach their professional goals and maximize their team contributions.



# 5

## DEVELOP TRUST

Build a supportive context where there are no penalties for taking calculated risks or making mistakes.

Missteps can become teachable moments for the team to learn and grow. Listen to others with an open mind and support alternative views. Be transparent about how decisions are made and communicate those decisions regularly.

# 6

## CREATE A DIVERSITY SCORECARD

We treasure what we measure.

Create a Diversity Scorecard and hold leaders accountable for outcomes and behaviors. Review HR practices and ensure they are implemented fairly.

Demonstrate your commitment to building an inclusive culture by communicating annual ratings, then work to improve scores before the next evaluation period.



# 7

## BUILD STRONG SOCIAL CONNECTIONS

Get to know your colleagues as human beings—what are their passions, interests and backgrounds outside of the work environment?

Create opportunities to bring employees together so they can connect on commonalities. You can even unite them with volunteer work or activities that support the company mission.



# 8

## SET A 'NO INTERRUPTIONS' RULE

Research shows that women are interrupted 3x more than men in meetings. Ensure everyone has an equal voice and is confident expressing their opinions. If certain team members are quieter in meetings, call on them to share their expertise and make sure others listen. Say "yes, and..." rather than "yes but," so you are building on others' ideas instead of cutting them off.

# 9

## DEMOCRATIZE ADVANCEMENT

Support ongoing training programs and leadership development across the board, so all employees have growth potential within the organization.



Set clear professional goals during reviews and ensure every employee understands the criteria for promotion.



# 10

## UNITE EMPLOYEES WITH YOUR MISSION

The overarching mission serves as a shared understanding of the company's goal. Supplement that by creating a *Culture of Collaboration Charter* that sets expectations of behaviors to promote an inclusive environment.

Many of today's most successful businesses are also guided by a Purpose Statement which speaks to the organization's goal of supporting broader social benefits that make a difference.

**NEED EXPERT HELP TO CREATE AN  
EMPOWERED, INCLUSIVE  
ORGANIZATION?**



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**IS HERE FOR YOU**

**CONTACT US**

**WET-CEMENT.COM**

**INFO@WET-CEMENT.COM**