



FUNDAMENTALS OF DIVERSITY, EQUITY AND INCLUSION

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**TOURISM
DIVERSITY
MATTERS**

**Diversity expertise.
Inclusive excellence.**





TOURISM DIVERSITY MATTERS

Tourism Diversity Matters (TDM), is a collaborative leader of Diversity, Equity and Inclusion (DEI) initiatives and concepts that can address the blind spots of ethnic disparities.

TDM provides decision-makers in the tourism and events industry access, resources, and tactics to develop more effective DEI strategies that will engage and retain a diverse workforce.

<https://tourismdiversitymatters.org/>



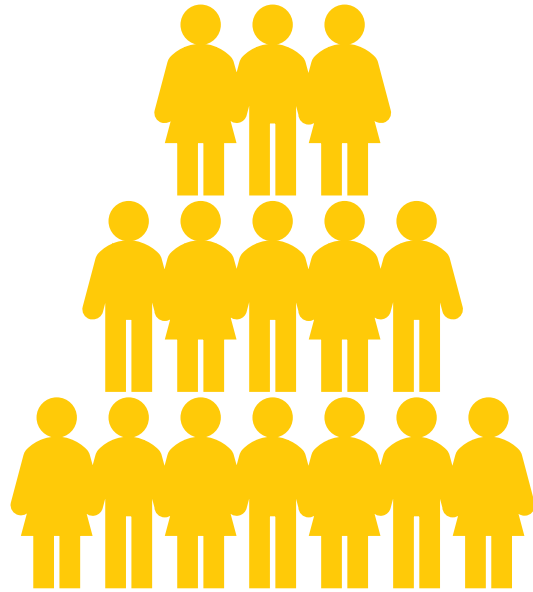
FUNDAMENTALS OF DIVERSITY, EQUITY AND INCLUSION

AGENDA

- Video The Crazies
- Defining - Diversity, Equity and Inclusion
- The Difference Between - Equality and Equity
- Dimensions of Diversity
- Cultural Diversity and Cultural Competence
- Language of Diversity, Equity and Inclusion
- Diversity, Equity and Inclusion - Business Case
- Diversity, Equity and Inclusion - Fundamentals
- Diversity, Equity and Inclusion - Assessment
- Data, Data, Data
- Self-Assessment, Resources and Credentials
- Conclusion



DIVERSITY, EQUITY AND INCLUSION



IS EVERYONE'S RESPONSIBILITY

WHY LEADERSHIP

Develops a DEI organizational Culture that is a strategic business driver, committed representation, and fully integrated into policies, practices, and program initiatives, all measured to ensure accountability.

HOW THE TEAM

Commit personal and professional growth:

Mindful Communication: Listen to More, Talk Carefully

Challenge Stereotypes and Avoid Assumptions

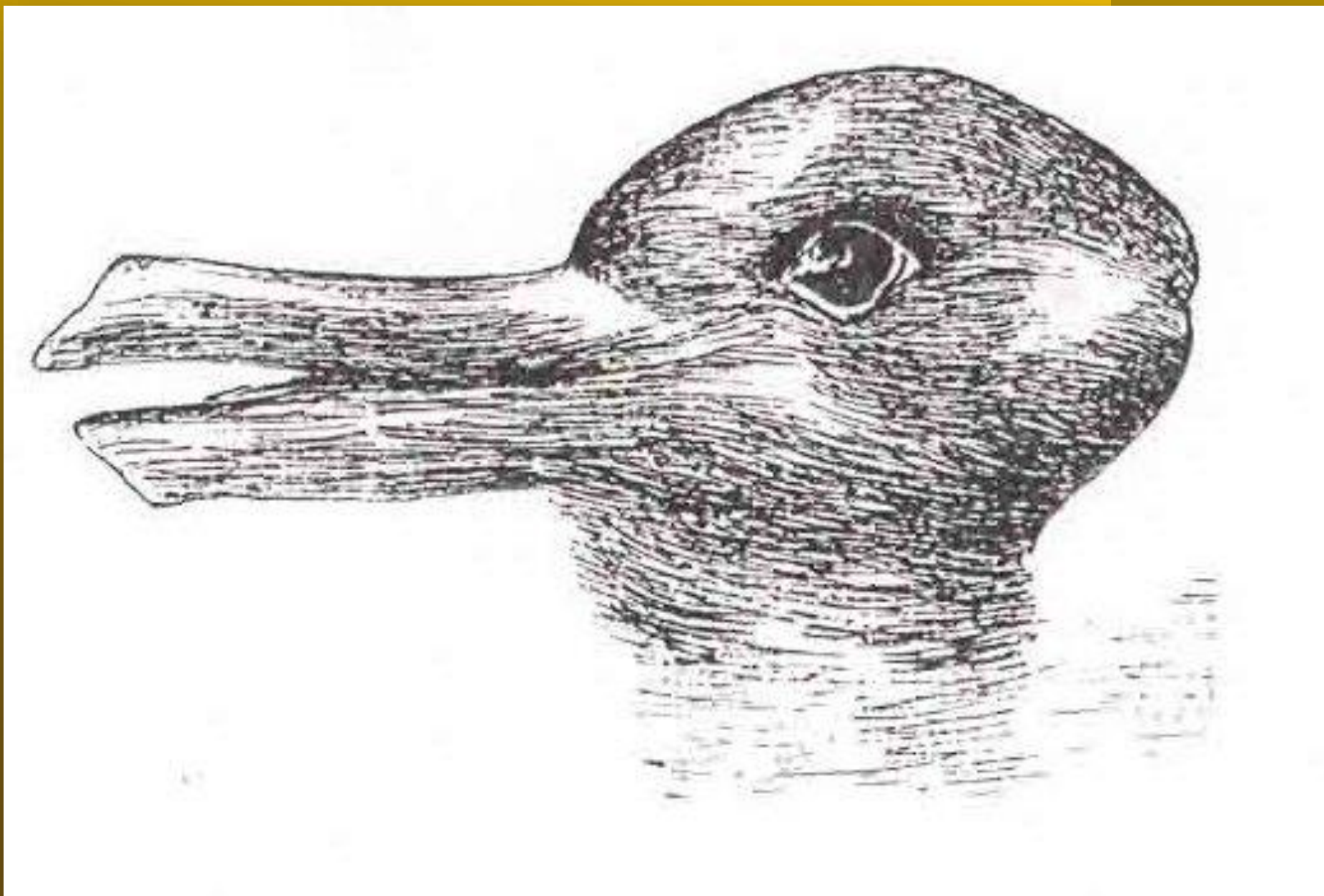
Be Aware of Your Privileges

Be Proactive in Educating Yourself on The Topic

Stay Open, Stay Curious, and Do Not Fear Mistakes



DEFINE DIVERSITY, EQUITY, AND INCLUSION



DEFINING DIVERSITY, EQUITY AND INCLUSION

Diversity

All the ways we differ.

Equity

Fair treatment, access, opportunity, and advancement for all eliminating barriers that prevent full participation.

Inclusion

Enhancement of an existing idea, embracing and embedding additional points of view.



WHAT'S THE DIFFERENCE BETWEEN
EQUALITY AND EQUITY?

WHAT'S THE DIFFERENCE BETWEEN EQUALITY AND EQUITY?

Equality giving everyone the exact same resources, whereas
Equity distributing resources based on the recipient.



DIMENSIONS OF DIVERSITY

DIMENSIONS OF DIVERSITY

- Age
- Education
- Ethnicity
- Gender
- Marital Status
- Physical and
- Mental Ability
- Race
- Religious Beliefs
- Sexual Orientation





CULTURAL DIVERSITY

CULTURAL DIVERSITY

Cultural Diversity, is a quality of diverse and many different cultures. A system that recognizes and respects the existence and presence of diverse groups of people within a society.

- Norms
- Languages
- Rituals and Ceremony
- Food and Fashion
- Cultural Awareness



CULTURAL COMPETENCE

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CULTURAL COMPETENCE
continuous and lifelong journey to
increase people's skills in
intercultural and intra cultural
knowledge.

Basic Understanding of
Your Own Culture.

Willingness to Learn About The Cultural
Practices and Worldview of Others.

Positive Attitude Toward Cultural
Differences and Readiness to Accept
and Respect Those Differences.



THE LANGUAGE OF DIVERSITY, EQUITY, AND INCLUSION

THE LANGUAGE OF DIVERSITY, EQUITY, AND INCLUSION

The language of diversity is an evolving same way as other areas of diversity competencies.

- Language provides a means for communication among and between individuals and groups.
- Language serves as a vehicle for expressing thoughts and feelings.
- Language can be a bridge for building relationships, creating and maintaining divisions across differences.

THE LANGUAGE OF DIVERSITY, EQUITY, AND INCLUSION

Language is not about being
politically correct.

It is about treating people with
respect and dignity and increasing awareness.



BUSINESS CASE FOR DIVERSITY, EQUITY AND INCLUSION

BUSINESS CASE FOR DIVERSITY, EQUITY AND INCLUSION

The Return on Investment (ROI) in terms of performance and economic outcomes that results from leveraging the variant knowledge, skills, abilities, talents, intellectual capital, perspectives, working styles, etc. of a diverse workforce.

Gender-diverse companies are **15 percent** more likely to outperform their national industry median, and ethnically diverse companies are **35 percent** more likely to outperform.

DIVERSITY, EQUITY, AND INCLUSION ASSESSMENT



DIVERSITY, EQUITY, AND INCLUSION ASSESSMENT

- A Diversity, Equity and Inclusion Assessment is intended to support an organization throughout the diversity planning process.
 - The action items provide a standardized approach to Measuring, Reporting, and Improving organizational Diversity, Equity and Inclusion.
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FUNDAMENTAL DIVERSITY, EQUITY AND INCLUSION STRATEGIES

FUNDAMENTAL DIVERSITY, EQUITY AND INCLUSION STRATEGIES



Define & Describe



Strategy



Budget



Measurement



Communication



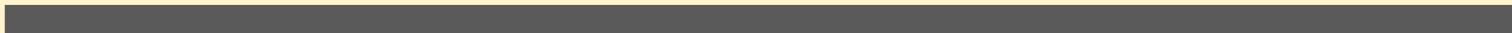
Supplier Diversity



ERG



External Support &
Stakeholders





DATA, DATA, DATA

DATA, DATA, DATA

EVIDENCE BASED IDEAS DIVERSITY, EQUITY, AND INCLUSION

Research on diversity is an effective way to improve diversity assessing current diversity levels, identify disparities, and develop concrete strategies for addressing them.

- Detecting patterns analyzing activities.
- Diagnosing the cause of any disparities.
- Build a sustainable change effort.
- Establishing accountability and transparency for metrics and goals.

SELF-ASSESSMENT, RESOURCES AND CERTIFICATION

SELF- ASSESSMENT

Unconscious Bias Cultural Assessment 360

- ❑ [Implicit Association Test Harvard University](#)
- ❑ [Unconscious Bias Quiz](#)
- ❑ [The Cultural Intelligence Scale](#)
- ❑ [SurveySparrow 360-degree Feedback](#)

RESOURCES

- ❑ [Mapping Racial and Ethnic Diversity](#)
- ❑ [Kaleidoscope](#)
- ❑ [Ideal](#)
- ❑ [Smarp](#)
- ❑ [McKinsey & Company](#)

PROFESSIONAL CERTIFICATION

THE INSTITUTE FOR DIVERSITY and THE SOCIETY FOR DIVERSITY
Designed to encourage excellence and achievement through knowledge and skill.

The Certified Diversity Professional (CDP)®
The Certified Diversity Executive (CDE)®

CORNELL UNIVERSITY
Provides experienced professionals with an opportunity to promote organizational success.

Certified Diversity Professional (CCDP)

Artificial & Machine Bias Prevention Specialist (AMBP-S™)
Artificial & Machine Bias Prevention Leader (AMBP-L™)
Effectively identify, prevent, fix, and/or monitor bias in artificially intelligent technologies.

NATIONAL DIVERSITY COUNCIL
Prepares professionals to create and lead highly successful D&I strategies for organizational.
Certified Diversity Professional (NDCCDP)

CONCLUSION

To be a leader, we must go beyond simply accepting “Equal Opportunity” – we must value and embrace Diversity, Equity and Inclusion as a Strategic Competitive Advantage.

Diversity, Equity and Inclusion is a Journey not a Sprint



THANK YOU FUNDAMENTALS OF DIVERSITY, EQUITY AND INCLUSION

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