

# Embedding DE&I into the Fabric of **Your** **Employee Experience**

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Do change  
**right**  
the *first* time.

# Hello & welcome



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Founder,  
The Courage  
Collective



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Principal, Daggerwing  
Group

We are a global change consultancy focused on the *people* side of change...  
because organizations don't change, **people do**



### **TOP 10 GLOBAL RATING**

Daggerwing was named a Global Leader in communications and change management consulting\*



### **70% FORTUNE 500**

Percentage of core Daggerwing clients in the Fortune 500



### **35 COUNTRIES**

Breadth of countries where Daggerwing has worked with clients over the past 3 years



# THE COURAGE COLLECTIVE

A strategic, holistic and human-centered approach  
to Diversity, Equity & Inclusion work

## BRAND'S WE'VE WORKED WITH:



**Omnicom**Group



daggerwing<sup>GROUP</sup>

We are experiencing a  
**global, seismic shift**  
**in how people feel**  
**about work**

... brought on  
by a series of  
**macro shifts**

**Layoffs**

**Racial Reckoning**

Zoom **FATIGUE**

**GLOBAL  
PANDEMIC**

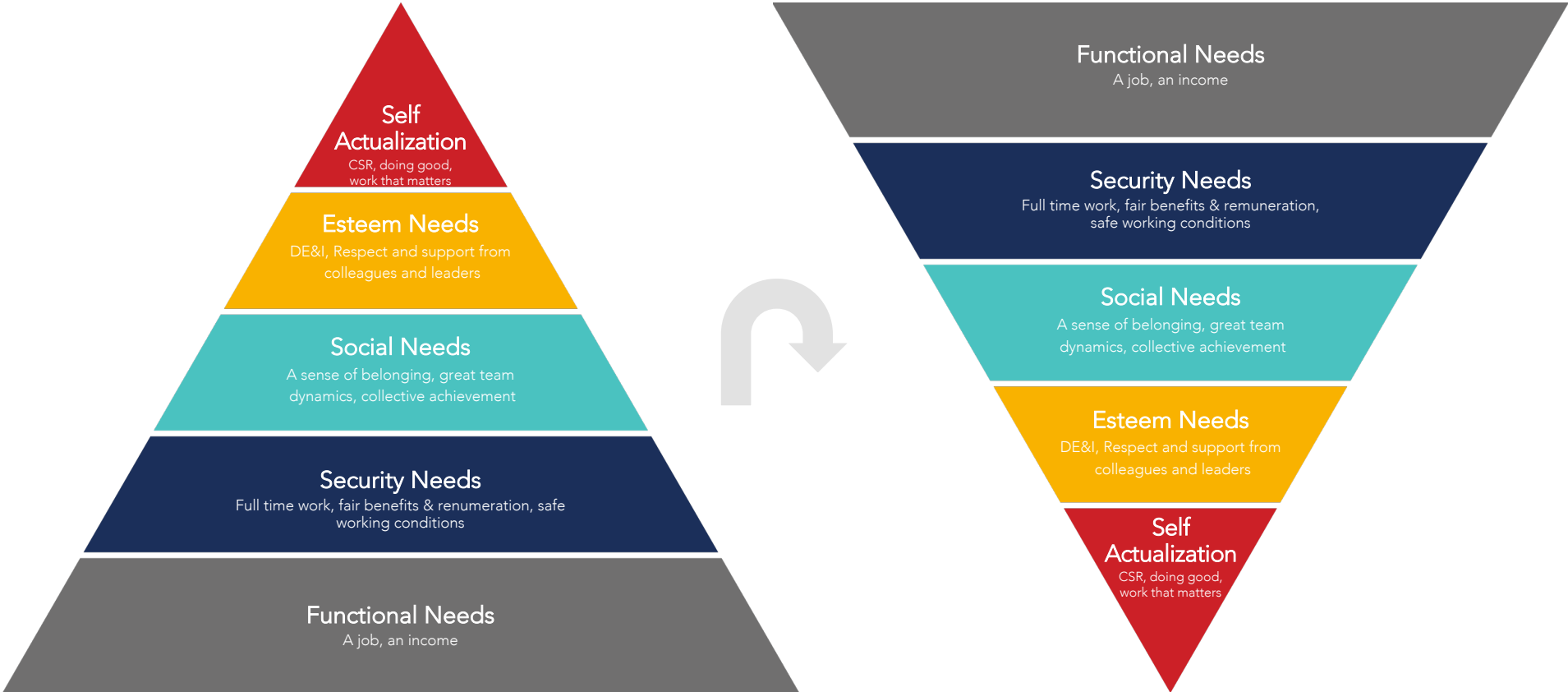
**INFLATION**

Impending **RECESSION**

**HYBRID WORKFORCE**

**Quiet Quitting**

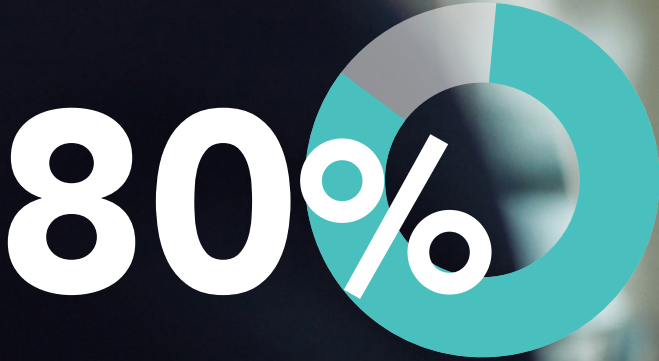
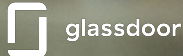
# Causing employee priorities to shift, and Maslow's hierarchy to flip on its head...



This has pushed inclusivity and belonging to the forefront...



67% of job seekers say a diverse workforce is important when evaluating companies and job offers



80% of employees want to know about a company's DE&I strategy during the interview process





## But employers are feeling the pressure too...

... as the frequency with which S&P 500 CEOs talk about these issues during earnings calls has **increased by 658%** since 2018

**Harvard  
Business  
Review**





It's never been more important for workplaces **to embed equity, inclusion, and belonging into the entire employee experience.**

# So, **how** can you embed DE&I throughout the entire experience?

Here are five key insights...

TRUTH:

# Put the human back in human resources



## What we've learned...

- ✓ You must invest in the whole person
- ✓ Have development and career pathing plans for everyone
- ✓ Prioritize mental health and well-being for all

TRUTH:

**Put the human  
back in human  
resources**

TRUTH:

**Don't have a  
short-sighted  
perspective on  
DE&I**



## What we've learned...

- ✓ DE&I must go beyond cultural celebrations, recruiting and training
- ✓ Make investments in your people throughout the entire employee experience and journey
- ✓ Culture change takes time. Keep investing time, energy, and resources

### TRUTH:

**Don't have a short-sighted perspective on DE&I**

TRUTH:

# Prioritize inclusive ways of working





TRUTH:

# Prioritize inclusive ways of working

## What we've learned...

- ✓ Micro-aggressions aren't as prevalent in virtual settings
- ✓ Good elements of virtual working must be maintained to ensure inclusivity
- ✓ Must have various channels for people to speak up and offer ideas, feedback, etc.

TRUTH:

**Inclusive  
cultures are a  
competitive  
advantage**



## What we've learned...

- ✓ Leaders must listen and take action to address employee needs
- ✓ Leaders must keep the energy up
- ✓ Consumers are spending where they feel their values align – both an internal and external advantage

**TRUTH:**

**Inclusive  
cultures are a  
competitive  
advantage**

TRUTH:

**DE&I is  
everyone's  
responsibility**



## What we've learned...

- ✓ Role of CHRO is to empower and empathize with their people's experience
- ✓ DE&I leaders are experiencing high levels of burnout – burden should not fall on people from underrepresented groups
- ✓ Every employee and company leader must play a role their organization's DE&I efforts – executive leaders must be active participants

TRUTH:

**DE&I is  
everyone's  
responsibility**

# In summary...

01

TRUTH:

Put the human back in human resources

02

TRUTH:

Don't have a short-sighted perspective on DE&I

03

TRUTH:

Prioritize inclusive ways of working

04

TRUTH:

Inclusive cultures are a competitive advantage

05

TRUTH:

DE&I is everyone's responsibility

Q&A

# Thank you.

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