



# DIVERSITY, EQUITY AND INCLUSION TOOLKIT

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# DIVERSITY, EQUITY AND INCLUSION TOOLKIT

Diversity, equity and inclusion (DEI) is top-of-mind for most businesses right now. And if it is not, it should be. It is not only a best practice, but it is imperative to the future success of businesses. If your company has not developed a DEI Plan, the Quad Cities Chamber is here to help.

The Chamber has created a toolkit to help your business start where you are on your journey to becoming a more diverse, equitable and inclusive organization. This toolkit includes four steps to begin or advance your DEI strategy:

**Step 1:** Enhance leaders' knowledge and capabilities

**Step 2:** Build the business case for **why** DEI is important to your company

**Step 3:** Build a coordinated approach for **how** your company will focus on DEI

**Step 4:** Build a plan for **what** your company will do to achieve its DEI vision

We realize this toolkit includes an extensive list of resources; however, it is important for implementers to not rush through them. We encourage businesses to progress through each step at their own pace to ensure organizational buy-in and lasting impact.

If your business has best practices or resources you feel would be helpful to other businesses, please send to Chamber Chief Strategy Officer Kristin Glass at [kglass@quadcitieschamber.com](mailto:kglass@quadcitieschamber.com).

# STEP 1: ENHANCE LEADERS' KNOWLEDGE AND CAPABILITIES

Constructing an effective diversity, equity and inclusion initiative requires knowledge and capabilities. Those responsible for creating and leading the company's effort will need to possess DEI competencies at the personal level. This knowledge and skill sets can be developed through self-identity work, self-assessments, peer learning and skill development.

The DEI leaders' level of interest, knowledge, abilities and confidence to develop a company DEI initiative should be present before moving to Step 2.

## Actions to complete Step 1:

- Know what diversity is – human, workplace and cultural
- Have a strong understanding of personal diversity and cultural influences
- Distinguish the difference between equality and equity and what actions are needed
- Learn how to ensure inclusion of diversity in workplace culture
- Understand implicit bias and how to interrupt it
- Read studies and research regarding DEI impact on workforce, workplace and marketplace
- Research industry best practices for DEI and workplace culture
- Educate company leadership and receive approval to establish a DEI initiative
- Commit to action and set a deadline to begin

## |Tools to Help|

## VIDEOS

### BIAS

- How to overcome bias? Walk boldly toward them | Vernā Myer | TEDxBeconStreet**  
*Our biases can be dangerous, even deadly — as we've seen in the cases of Michael Brown in Ferguson, Missouri, and Eric Garner, in Staten Island, New York. Diversity advocate Vernā Myers looks closely at some of the subconscious attitudes we hold toward out-groups. She makes a plea to all people: Acknowledge your biases. Then move toward, not away from, the groups that make you uncomfortable. In a funny, impassioned, important talk, she shows us how.*  
[https://www.ted.com/talks/verna\\_myers\\_how\\_to\\_overcome\\_our\\_biases\\_walk\\_boldly\\_toward\\_them/discussion](https://www.ted.com/talks/verna_myers_how_to_overcome_our_biases_walk_boldly_toward_them/discussion)

□ **Are you biased? I am | Kristen Pressner | TEDxBasel**

*What do you do when you realize you have a bias, even against yourself? Kristen Pressner is the Global Head of Human Resources at a multinational firm and a tireless advocate for, and promoter of, women in the workplace. In this enlightening talk, Kristen explores how we can recognize our own hidden, irrational biases — and keep them from limiting us.*

[https://www.youtube.com/watch?v=Bq\\_xYSOZrgU](https://www.youtube.com/watch?v=Bq_xYSOZrgU)

□ **Should you trust your first impression? | Peter Mende-Siedlecki | TEDx**

*You can't help it; sometimes, you just get a bad feeling about someone that's hard to shake. So, what's happening in your brain when you make that critical (and often lasting) first judgment? Peter Mende-Siedlecki shares the social psychology of first impressions — and why they may indicate that, deep down, people are basically good.*

<https://ed.ted.com/lessons/should-you-trust-your-first-impression-peter-mende-siedlecki>

□ **Unconscious bias: Stereotypical hiring practices | Gail Tolstoi-Miller | TEDxLincolnSquare**

*Once a Goth chick living in the East Village of New York City, now in the corporate world, Tolstoi-Miller shares her very personal story of bias and how recognizing her own unconscious bias taught her to say, “so what.” Inspirational. Motivational. And 100% totally real. CEO Gail Tolstoi-Miller is a Jersey girl-turned-award-winning career coach, staffing strategist and author.*

<https://www.youtube.com/watch?v=QCFb4BiDDcE>

## **BIAS/DIVERSITY/CULTURE**

□ **How Do You See Me | SoulPancake | YouTube series**

*How does the world see YOU? Do you feel defined by your skin color, gender or maybe even your religion? In this season, we talked with people of Arab, Asian and Black descent; LGBTQ; Women; Men; and more! Then we brought them all together to talk about issues we all face like victimhood, labels and how to practice understanding.*

[https://www.youtube.com/playlist?list=PLzvRx\\_johoA8ja2oM5MkABrJBHFxHXr-G](https://www.youtube.com/playlist?list=PLzvRx_johoA8ja2oM5MkABrJBHFxHXr-G)

## **CULTURE**

□ **White Men: Time to Discover Your Cultural Blind Spots | Michael Welp | TEDxBend**

*White men rarely, if ever, are required to examine their own culture. In this timely and provocative talk, Welp speaks to his own experience becoming conscious of his white male culture, bias and privilege as key tools to effective partnership across difference. Michael Welp, PhD., is a co-founder of White Men as Full Diversity Partners (WMFDP). For 20 years, Welp has led pioneering workshops engaging white male leaders to create cultures of full inclusion ...*

<https://www.youtube.com/watch?v=rR5zDijUrfk>

- **Cultural Humility | Juliana Mosley, Ph.D. | TEDxWestChester**  
*The diversity and inclusion concept of cultural humility is a current instrument being employed by institutions and organizations that seek to achieve cultural transformation. Juliana believes that through conscious consideration, we can be proactive in preparing for and adhering to the inevitable changes in society.*  
[https://www.youtube.com/watch?v=Ww\\_ml21L7Ns](https://www.youtube.com/watch?v=Ww_ml21L7Ns)

## INTERSECTIONALITY

- **Intersectionality | Social Inequality | MCAT | Khan Academy**  
<https://www.youtube.com/watch?v=n2kUpKP18z8>
- **Intersectionality 101 | Teaching Tolerance | YouTube**  
*Intersectionality is a BIG topic. Learn the basics with this student-friendly video!*  
<https://www.youtube.com/watch?v=w6dnj2lyYjE>
- **Kimberlé Crenshaw Discusses 'Intersectional Feminism' | Lafayette College | YouTube**  
*Women's and Gender studies major Sara Hayet '18 interviews Kimberlé Crenshaw about "intersectional feminism." Crenshaw served as the keynote speaker on Sept. 17, 2015, for the 30th anniversary of Women's and Gender Studies at Lafayette.*  
[https://www.youtube.com/watch?v=ROwquxC\\_Gxc](https://www.youtube.com/watch?v=ROwquxC_Gxc)
- **"What is intersectionality?" | Commissioned and produced by professor Peter Hopkins, Newcastle University | YouTube**  
<https://www.youtube.com/watch?v=O1islM0ytkE>

## RACE

- **Black Lives Matter explained: The history of a movement | Channel 4 News | YouTube**  
*The Black Lives Matter group has been fighting to be heard since 2013 - and the phrase itself is now being seen on streets and screens all around the world after the killing of George Floyd. But how did the movement get here? And how did it begin?*  
<https://www.youtube.com/watch?v=YG8GjLbbvs>
- **Deconstructing White Privilege with Dr. Robin DiAngelo | YouTube**  
*Dr. Robin DiAngelo is the author of "What Does it Mean to Be White? Developing White Racial Literacy" and has been an anti-racist educator and has heard justifications of racism by white men and women in her workshops for over two decades. This justification, which she calls "white fragility," is a state in which even a minimum amount of racial stress becomes intolerable, triggering a range of defensive moves. These moves include outward display of emotions, such as anger, fear and guilt, as well as behaviors, such as argumentation, silence and leaving the stress-inducing situation.*  
<https://www.youtube.com/watch?v=Dwlx3KQer54>

- **“Systemic Racism Explained” | act.tv.**  
*Systemic racism affects every area of life in the U.S., from incarceration rates to predatory loans, and trying to solve these problems requires changes in major parts of our system. Here is a closer look at what systemic racism is and how we can solve it.*  
[https://www.youtube.com/watch?v=YrHIQIO\\_bdQ](https://www.youtube.com/watch?v=YrHIQIO_bdQ)
- **“The myth of race, debunked in 3 minutes” | VOX**  
*You may know exactly what race you are, but how would you prove it if somebody disagreed with you? Jenée Desmond Harris explains.*  
<https://www.youtube.com/watch?v=VnfKgffCZ7U>

## ARTICLES/REPORTS/PAPERS

### AGE/GENERATION

- **“Generational Differences in the Workplace” (infographic) | Purdue Global University**  
<https://www.purdueglobal.edu/education-partnerships/generational-workforce-differences-infographic/>
- **“Leading Multiple Generations In Today's Workforce” | Forbes.com**  
<https://www.forbes.com/sites/soulaimagourani/2019/04/25/leading-multiple-generations-in-todays-workforce/#743944454636>
- **“Why We Should Embrace Generational Differences in the Workplace” | AIHR Digital**  
<https://www.digitalhrtech.com/generational-differences-in-the-workplace/>

### BIAS

- **“Blindspot: Hidden Biases of Good People” | Mahzarin R. Banaji and Anthony G. Greenwald | Washington Post**  
[https://www.washingtonpost.com/opinions/blindspot-hidden-biases-of-good-people-by-mahzarin-r-banaji-and-anthony-g-greenwald/2013/02/08/4c42d6b8-6a1b-11e2-ada3-d86a4806d5ee\\_story.html](https://www.washingtonpost.com/opinions/blindspot-hidden-biases-of-good-people-by-mahzarin-r-banaji-and-anthony-g-greenwald/2013/02/08/4c42d6b8-6a1b-11e2-ada3-d86a4806d5ee_story.html)
- **White Paper: “Leadership Pitfalls & Insights into Unconscious Bias” | Michael Brainard, Ph.D.**  
<http://www.brainardstrategy.com/unconscious-bias-whitepaper/#:~:text=As%20leaders%2C%20unconscious%20bias%20impacts,of%20diversity%20and%20inclusion%20thinkers.>
- **“Think you’re not biased? Think again” | Science News for Students**  
<https://www.sciencenewsforstudents.org/article/think-youre-not-biased-think-again>

### GENDER

- **“7 Leadership Lessons Men Can Learn from Women” | Harvard Business Review**  
<https://hbr.org/2020/04/7-leadership-lessons-men-can-learn-from-women>

- **“Women in the Workplace 2019” | McKinsey & Company**  
<https://www.mckinsey.com/featured-insights/gender-equality/women-in-the-workplace-2019>
- **“Facing the Gender Gap in the Workplace” | Business News Daily**  
<https://www.businessnewsdaily.com/4178-gender-gap-workplace.html>
- **“Top 5 Issues Fueling Gender Equity in the Workplace” | AS YOU SOW**  
<https://www.asyousow.org/blog/gender-equality-workplace-issues>

## **LGBTQ+**

- **“Advocating for LGBTQ Equality in Your Workplace” | Human Rights Campaign**  
<https://www.hrc.org/resources/advocating-for-lgbt-equality-in-your-workplace>
- **“LGBTQ Inclusion: Good for Families, Communities and the Economy” | PolicyLink**  
<https://www.policylink.org/resources-tools/casey-equal-voice-series-LGBTQ-inclusion>
- **PowerPoint: “Best Practices for Building LGBT-Inclusive Workplac” | Littler**  
<https://www.littler.com/files/Best Practices for Building a LGBT-Inclusive Workplace.pdf>
- **“What Do the Letters Mean in LGBTQIA+?” | The Active Times**  
<https://www.theactivetimes.com/what-letters-mean-lgbtqia>

## **RACE**

- **“26 simple charts to show friends and family who aren't convinced racism is still a problem in America” | Business Insider**  
<https://www.businessinsider.com/us-systemic-racism-in-charts-graphs-data-2020-6#the-aggregate-wealth-white-households-have-held-has-historically-far-outstripped-that-held-by-the-black-community-and-while-it-has-increased-for-white-people-since-the-1980s-its-remained-stagnant-for-black-people-8>
- **“Americans See Advantages and Challenges in Country’s Growing Racial and Ethnic Diversity” | Pew Research Center**  
<https://www.pewsocialtrends.org/2019/05/08/americans-see-advantages-and-challenges-in-countrys-growing-racial-and-ethnic-diversity/>
- **“How to have more productive conversations about race in the workplace” | Quartz**  
<https://qz.com/work/1867066/how-to-have-productive-conversations-about-race-at-the-office/>
- **“Study: The Social Psychology Behind White Biases Against Black Natural Hair” | DiversityInc**  
<https://www.diversityinc.com/study-social-psychology-behind-white-biases-black-natural-hair/>

- **“Policy Matters: Poverty and Race Through a Belongingness Lens” by John A. Powell | IssueLab**  
<https://www.issuelab.org/resource/policymatters-poverty-and-race-through-a-belongingness-lens.html>
- **“What's the difference between race and ethnicity?” | Live Science**  
<https://www.livescience.com/difference-between-race-ethnicity.html>

## WORKPLACE

- **“10 Books to Help You Foster A More Diverse and Inclusive Workplace” | Forbes.com**  
<https://www.forbes.com/sites/janicegassam/2019/08/25/10-books-to-help-you-foster-a-more-diverse-and-inclusive-workplace/#6942ffbc220c>
- **“3 Requirements for a Diverse and Inclusive Culture” | Gallup.com**  
<https://www.gallup.com/workplace/242138/requirements-diverse-inclusive-culture.aspx>
- **“Driving Diversity and Inclusion: The Role for Chairs and the CEOs” | Harvard Law School Forum on Corporate Governance**  
<https://corpgov.law.harvard.edu/2019/04/03/driving-diversity-and-inclusion-the-role-for-chairs-and-ceos/>
- **“Eight Steps To Start Or Grow A Diversity And Inclusion Initiative” | Forbes.com**  
<https://www.forbes.com/sites/sheilacallaham/2019/08/18/eight-steps-to-start-or-grow-a-diversity-and-inclusion-initiative/#21cba9086b17>
- **“Repairing the pipeline: Perspectives on diversity and inclusion in IT” | Deloitte**  
<https://www2.deloitte.com/us/en/insights/focus/cio-insider-business-insights/perspectives-on-gender-diversity-and-inclusion.html>
- **“The diversity and inclusion revolution: Eight powerful truths” | Deloitte Review, issue 22** <https://www2.deloitte.com/us/en/insights/deloitte-review/issue-22/diversity-and-inclusion-at-work-eight-powerful-truths.html>
- **“One proven way to boost software quality is to increase your QA team’s diversity” | Michael W. Cooper, Head of Quality Engineering, Transamerica**  
<https://techbeacon.com/app-dev-testing/one-proven-way-boost-software-quality-increase-your-qa-teams-diversity>
- **White Paper: “Building an Inclusive Culture in a Diverse World” | Schneider Electric**  
[https://www.se.com/ww/en/download/document/DI\\_White\\_Paper/](https://www.se.com/ww/en/download/document/DI_White_Paper/)
- **“Why we need to end the culture of ‘Cultural Fit’” | Nonprofit AF**  
<https://nonprofitaf.com/2017/07/why-we-need-to-end-the-culture-of-cultural-fit/>

# STEP 2: THE BUSINESS CASE FOR WHY DEI IS IMPORTANT TO YOUR COMPANY

The business case is the rationale for **why** a company is committed to diversity, equity and inclusion – an economic and a human justice imperative.

The business case helps ensure that DEI is core work for how a company will reach its overall goals and not seen as an extra to-do. It is the one place where all the relevant facts are linked to tell a cohesive story – statement of commitment, DEI focus and supportive data/research.

- **Statement of Commitment** is a public document of the company's DEI commitment and how DEI aligns with its mission and values. The Statement tells employees, customers and stakeholders what they can expect to witness as the company strives for being diverse, equitable and inclusive.
- **DEI Focus** explains how diversity, equity and inclusion will play out for individuals, teams and the company. The Focus also clarifies terminology and any specific DEI targets the company may have.
- **Data/Research** that informs DEI strengths, weaknesses, opportunities and threats (SWOT) for the company. Data/Research could include population growth, generations in the workplace, institutionalized racism, workplace culture, spending power and brand loyalty in people groups, purchasing and supplier diversity practices, etc.

## Actions to complete Step 2:

- Identify how diversity, equity and inclusion will help achieve your company's overall goals
- Complete a SWOT analysis of your company's current state of DEI
- Host focus groups with current and future leaders (young professionals) to gather input
- Determine the company's DEI focus
- Review industry DEI business case examples
- Develop your company's DEI Statement of Commitment
- Develop communications plan
- Top executive shares Business Case for DEI with entire company
- Provide DEI education across the company

## |Tools to Help|

- ❑ “Business Case For Diversity” | Chubb Group of Insurance Companies  
<https://www.interculturalsolutions.net/wp-content/uploads/Business-Case-for-Diversity.pdf>
- ❑ “Diversity wins: How inclusion matters” | McKinsey & Company  
<https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters>
- ❑ DiversityInc.com  
<https://www.diversityinc.com/>
- ❑ “The business case for diversity in the workplace is now overwhelming” | World Economic Forum  
<https://www.weforum.org/agenda/2019/04/business-case-for-diversity-in-the-workplace/>
- ❑ “Why the ‘business case’ for diversity isn’t working” | Fast Company  
<https://www.fastcompany.com/90462867/why-the-business-case-for-diversity-isnt-working>

## STEP 3: A COORDINATED APPROACH FOR HOW YOUR COMPANY WILL ORGANIZE ITS EFFORTS

A coordinated approach to DEI is a plan for **how** the company organizes its efforts across all areas of its work. Having a siloed approach will not have the impact you anticipate. The approach is typically organized into three focused efforts – workforce, workplace and marketplace or profit. In each focused effort, strategic planning, collaboration and accountability are central to the organizing framework.

### Actions to complete Step 3:

- ❑ Research DEI framework examples and choose one that works best for your company
- ❑ Build a coordinated approach, gathering input from company leaders and future leaders (young professionals) along the way
- ❑ Establish and clarify DEI terminology
- ❑ Communicate across the company

# |Tools to Help|

- “Defining DEI” | University of Michigan**  
<https://diversity.umich.edu/about/defining-dei/>
- Schneider Electric**  
<https://www.se.com/ww/en/about-us/diversity-and-inclusion/>
- “Framework for Inclusion & Equity” | Grand Valley State University**  
[https://www.gvsu.edu/cms4/asset/8764E037-BDEC-7DDD-33FCF0A5048125AB/gv-inclusionbooklet-v3\\_for\\_website\\_3-18-2016.pdf](https://www.gvsu.edu/cms4/asset/8764E037-BDEC-7DDD-33FCF0A5048125AB/gv-inclusionbooklet-v3_for_website_3-18-2016.pdf)
- “Managing Diversity in the Workplace” | PeopleScout**  
<https://www.peoplescout.com/insights/managing-diversity-in-workplace/>

## STEP 4: BUILD A DEI PLAN FOR WHAT YOUR COMPANY WILL DO TO ACHIEVE ITS VISION

An internal strategic document that clearly lays out **what** the company will do to accomplish its diversity, equity and inclusion goals. A typical DEI Plan is structured with goals, objectives strategies actions and a scorecard. The DEI plan should align with the company’s overall goals. When creating the DEI Plan, do not just focus on the tactical. Consider the transformational.

A comprehensive DEI and cultural audit are highly informative when creating a DEI Plan. The audit report findings provide recommendations, key indicators and implementation details specific to the recommendations. Using an outside, neutral agency to complete the audit is recommended.

### Actions to complete Step 4:

- Combine all the information from Steps 1 – 3 to influence your company’s DEI Plan
- Gather key stakeholders across the entire organization to discuss how all areas of work will focus on DEI strategies
- Determine accountability metrics for the action steps
- Build an internal implementation plan
- Communicate across the organization what the DEI plan is and how it will be implemented
- Activate DEI Plan, assess/evaluate outcomes, plan, repeat

# |Tools to Help|

## Sample Plans

- ❑ **“Sample Diversity Plan” | Higher Logic**  
<https://higherlogicdownload.s3.amazonaws.com/ASTC/a6c0f3de-e0b1-4198-8ab7-01cee4a55b00/UploadedImages/Sample-Diversity-Plan.pdf>
- ❑ **“Sample Diversity Action Plan” | Sustainability Network**  
<https://sustainabilitynetwork.ca/wp-content/uploads/2013/11/Sample-Diversity-Action-Plan.pdf>

## Guides

- ❑ **“Diversity And Inclusion: A Complete Guide For HR Professionals” | Ideal.com**  
<https://ideal.com/diversity-and-inclusion/>
- ❑ **“From Awake to Woke to Work: Building a Race Equity Culture” | Equity in the Center**  
<https://www.equityinthecenter.org/wp-content/uploads/2019/04/Equity-in-Center-Awake-Woke-Work-2019-final-1.pdf>
- ❑ **“Diversity and Inclusion Initiative: A Step By Step Guide” | TSNE MissionWorks**  
<https://www.tsne.org/diversity-and-inclusion-initiative-step-step-guide>
- ❑ **“Framework for Inclusion & Equity” | Grand Valley State University**  
[https://www.gvsu.edu/cms4/asset/8764E037-BDEC-7DDD-33FCF0A5048125AB/gv-inclusionbooklet-v3\\_for\\_website\\_3-18-2016.pdf](https://www.gvsu.edu/cms4/asset/8764E037-BDEC-7DDD-33FCF0A5048125AB/gv-inclusionbooklet-v3_for_website_3-18-2016.pdf)
- ❑ **“How-to-Guide: How to Develop a Diversity and Inclusion Initiative” | SHRM**  
<https://www.shrm.org/resourcesandtools/tools-and-samples/how-to-guides/pages/how-to-develop-a-diversity-and-inclusion-initiative.aspx>
- ❑ **“Using a DEI Road Map: How To Guide” | Science Council**  
<http://sciencecouncil.org/web/wp-content/uploads/2015/12/Using-the-DEI-Roadmap-A-How-To-Guide-August-2014.pdf>

## Reports

- ❑ **“Diversity Report 2018 – 2019” | Axiom Law**  
[https://go.axiomlaw.com/hubfs/Downloadable%20Marketing%20Content/Diversity%20Report\\_08.20.pdf?hsLang=en](https://go.axiomlaw.com/hubfs/Downloadable%20Marketing%20Content/Diversity%20Report_08.20.pdf?hsLang=en)
- ❑ **“Diversity Report 2019” | American College of Radiology**  
<https://www.acr.org/-/media/ACR/Files/Commissions-and-Committees/Diversity-Report-WEB.pdf>
- ❑ **“Equality Report” | Salesforce**  
<https://www.salesforce.com/company/equality/>

# TERMINOLOGY

**Ableism:** Discrimination in favor of able-bodied people.

**Ally:** A person who actively works to eliminate and interrupt all forms of oppression, such as ableism, ageism, anti-Semitism, classism, homophobia, racism, sexism and xenophobia, among others. An ally is motivated by self-interest, a sense of moral obligation and/or a commitment to foster social justice.

**Anti-Racism:** The policy or practice of opposing racism and promoting racial tolerance.

**Anti-Semitism:** Hostility toward or discrimination against Jews as a religious, ethnic or racial group.

**Bias:** Prejudice in favor of or against one thing, person, or group compared with another usually in a way considered to be unfair.

**Bigotry:** Prejudice and the state of being intolerant of any creed, belief, or opinion that differs from one's own.

**Black Lives Matter:** A decentralized movement in the United States advocating for nonviolent civil disobedience in protest against incidents of police brutality and all racially motivated violence against African American people.

**Classism:** Prejudice against or in favor of people belonging to a particular social class.

**Cisgender:** A term for people whose gender identity matches their sex assigned at birth.

**Culture:** A shared pattern of beliefs, values, assumptions and behaviors that distinguish one group from another.

**Cultural Competency:** Learned knowledge and skill sets to manage interactions with those from different backgrounds and cultures.

**Cultural Humility:** A process of reflection and lifelong inquiry, involves self-awareness of personal values and cultural biases as well as awareness and sensitivity to cultural identity and issues that are important to others.

**Cultural Intelligence (CQ):** Measures your capability to relate and work effectively across cultural differences.

**Diversity:** The presence of difference that may include age, (dis)ability, ethnicity, gender, race, education, language, socioeconomic status, religion, professional status/position/rank.

**Ethnicity:** A social construct that divides people into social groups based on characteristics, such as shared sense of group membership, values, behavior, patterns, language, political and economic interests, history and ancestral geographical location.

**Equality:** The state of being equal, especially in status, rights and opportunities.

**Equity:** Promoting justice, impartiality and fairness within procedures and distribution of resources by companies, institutions or systems.

**Heterosexism:** Discrimination or prejudice against homosexuals on the assumption that heterosexuality is the normal sexual orientation.

**Homophobia:** Irrational fear of, aversion to or discrimination against homosexuality or homosexuals.

**Human Justice:** Upholds the right to live in a healthy and vibrant community, where each person is safe, thriving and able to reach their full human potential.

**Inclusion:** An outcome to ensure those who are diverse feel, and are, welcomed.

**Institutional Racism:** Refers to the policies and practices within and across institutions that, intentionally or not, produce outcomes that chronically favor, or put a racial group at a disadvantage.

**Intersectionality:** The complex, cumulative way in which the effects of multiple forms of discrimination (such as racism, sexism and classism) combine, overlap or intersect, especially in the experiences of marginalized individuals or groups.

**Latinx:** A person of Latin American origin or descent (used as a gender-neutral or nonbinary alternative to Latino or Latina).

**LGBTQ+:** An acronym for lesbian, gay, bisexual, transgender and queer/questioning (one's sexual orientation or gender identity), with an added + to represent all other sexual orientations and gender identities.

**Microaggression:** The everyday verbal, nonverbal and environmental slights, snubs or insults, whether intentional or unintentional, which communicate hostile, derogatory or negative messages to target people based solely upon their marginalized group membership.

**Multiculturalism:** The preservation of different cultures or cultural identities within a unified group or society.

**Oppression:** Prolonged cruel or unjust treatment or control, often under the guise of governmental authority or cultural opprobrium.

**People of Color:** A term primarily used in the U.S. to refer to a person who is not white.

**Privilege:** A special advantage, immunity, permission, right or benefit granted to or enjoyed by an individual, class or caste.

**Racial Equity:** The condition where one's race identity has no influence on how one fares in society.

**Racism:** A system of advantage and oppression based on race. A way of organizing society based on dominance and subordination based on race. Racism penetrates every aspect of personal, cultural and institutional life. It includes prejudice against people of color as well as exclusion, discrimination against, suspicion of and fear and hate of people of color.

**Sexism:** Any act, gesture, visual representation, spoken or written words, practice or behaviors based upon the idea that a person or a group of persons are inferior because of their gender or sex.

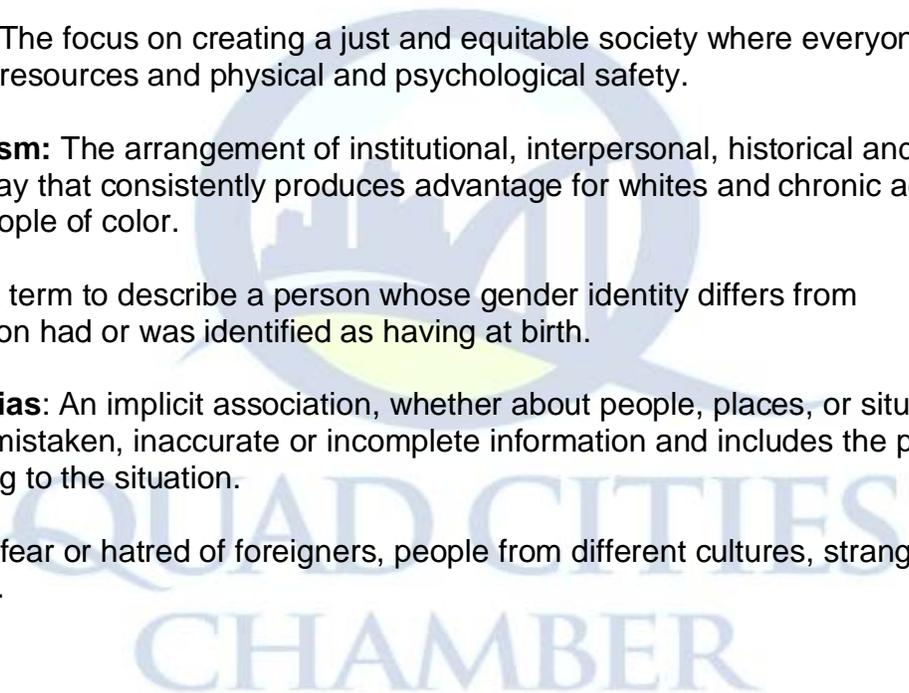
**Social Justice:** The focus on creating a just and equitable society where everyone has access to social power, resources and physical and psychological safety.

**Structural Racism:** The arrangement of institutional, interpersonal, historical and cultural dynamics in a way that consistently produces advantage for whites and chronic adverse outcomes for people of color.

**Transgender:** A term to describe a person whose gender identity differs from the sex the person had or was identified as having at birth.

**Unconscious bias:** An implicit association, whether about people, places, or situations, which is often based on mistaken, inaccurate or incomplete information and includes the personal histories we bring to the situation.

**Xenophobia:** A fear or hatred of foreigners, people from different cultures, strangers or anything foreign.



# ADDITIONAL RESOURCES

- ❑ Attend the **Quad Cities Chamber Annual Celebration presented by TBK Bank** on Aug. 13, 2020. Speaker Skot Welch, Principal/Founder of Global Bridgebuilders, will address the difference between success and failure of diversity, equity and inclusion in your company.  
<https://bit.ly/30DLXW9>
- ❑ Display a **“We Welcome All People” sign** in your place of business:  
[https://quadcitieschamber.com/pdf/Welcoming\\_Business\\_Sign.pdf](https://quadcitieschamber.com/pdf/Welcoming_Business_Sign.pdf)
- ❑ Participate in a **community conversation about diversity, equity and inclusion** August 24-November 15, 2020.  
[www.unitedwayqc.org](http://www.unitedwayqc.org)
- ❑ Seek **outside support** to implement your DEI plan:
  - Heartland Diversity & Compliance Consulting  
<http://www.hdccglobal.com/>
  - Inclusive Outcomes LLC  
[www.inclusiveoutcomes.com](http://www.inclusiveoutcomes.com)
  - MRA, The Management Association  
<https://www.mranet.org/>

