



Conversations on Diversity, Equity and Inclusion: Guidelines for the Workplace

INCLUSIVE dubuque
Connecting People • Strengthening Community

As an equity champion, you can help advance diversity, equity and inclusion (DEI) in our community by asking your colleagues to take action within their organizations. Your commitment to working with leaders in your organization and working with them to identify next steps is one of the most effective ways we can create change.

Thank you!



YOU DON'T NEED TO BE AN EXPERT

To be an effective messenger, you just have to be committed to advancing DEI — whether you're a CEO or a staff member. You don't have to know the best way to implement every practice, or be aware of every resource.

This booklet provides guidance and ideas. If you don't know the answer to a question, refer that person to us (contact Katrina Farren-Eller at katrina@dbqfoundation.org) and we'll connect her or him to someone who can help.



STRUCTURING THE CONVERSATION

1. Introduce Inclusive Dubuque and say why this work is important to you.

Inclusive Dubuque is a growing network of organizations across sectors including faith, government, nonprofit, business and education all dedicated to creating an informed, equitable and inclusive community where all people are respected, valued and engaged. This work is important to me because _____.

2. Define diversity, equity and inclusion.

To be clear about what I mean by diversity, equity and inclusion: diversity encompasses the unique perspectives and life experiences an individual brings to our community including age, culture, disability, gender, race and ethnicity, religion, sexual orientation and class. Equity is ensuring everyone has access to opportunities and resources to thrive. Inclusion is how our community engages and supports different cultures and diverse needs.

3. Ask them what they've done so far.

Use the next page as a guide.

4. Brainstorm possible next steps.

Use the action card to generate ideas and brainstorm ways around challenges.

5. Seek a commitment.

Let us know whom you talked to and what they committed to. Email Katrina Farren-Eller at katrina@dbqfoundation.org



GUIDING QUESTIONS

1.

Build on Success

What has your organization already done? Is there an active DEI committee? What would you like to do next?

2.

Identify Challenges

Where have you had difficulty in terms of advancing DEI?

3.

Create a Plan to Tackle the Challenges

How can you get around these challenges? What would you need to do first?

4.

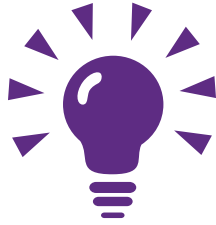
Offer Assistance

How could I, or others passionate about DEI help? How can we get involved to help strengthen your efforts?

5.

Ask for a Commitment and Recap

What could your organization commit to do? What's the next step to move this forward?



KEY MESSAGES ABOUT THE BENEFITS OF DEI TO ORGANIZATIONS

Advancing equity creates stronger communities where organizations can achieve greater impact.

Advancing diversity, equity and inclusion in our organizations and community helps us live up to our values and achieve greater impact.

Keep up with your changing community.

Our community and our partners are becoming more diverse. We need to reflect these perspectives to be effective.

Increase your effectiveness.

By bringing new voices and expertise to the table, we can make our organizations more effective.



TELLING STORIES TO INSPIRE ACTION

Research has identified two kinds of stories that help motivate people to take action on DEI. One helps drive the theme of effectiveness. The other can make people feel more comfortable about tackling a tough issue.

- **Increasing effectiveness**
Tell a leader a story based on your own experience advancing DEI—or the experience of someone you know—and how the work you did improved the effectiveness of your organization.
- **Learning from mistakes**
Leaders are often uncomfortable taking on DEI because it can imply that they have not done enough already or that they've made a 'mistake' by excluding a community. You can make advancing DEI seem less daunting by sharing a story about a mistake you made—a community you had once not included, or an experience about DEI that didn't go well—and what you learned from it.

INCLUSIVE dubuque

Connecting People • Strengthening Community

www.inclusivedbq.org

This tool was adapted for Inclusive Dubuque from the D5 Coalition.