

Using talent optimization to create a more inclusive work environment

Client Webinar Series



Mike Zani
CEO



Jackie Dube
SVP, Talent
Optimization



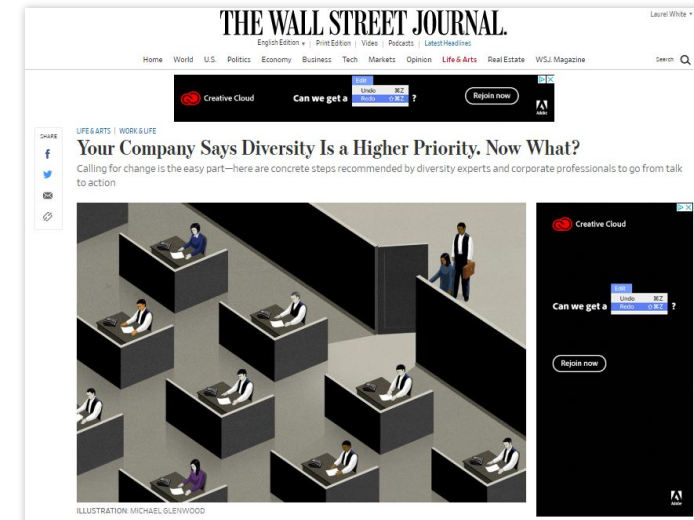
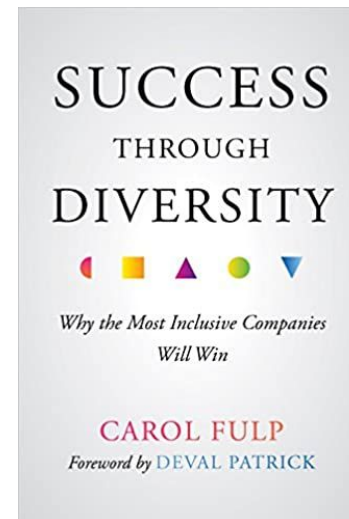
Nicole Smart
Diversity & Inclusion
Principal Consultant



Housekeeping

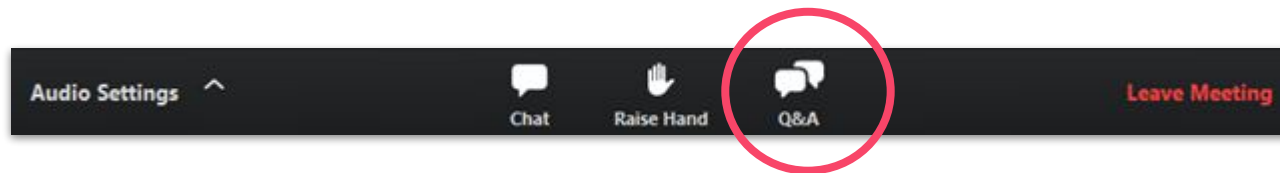
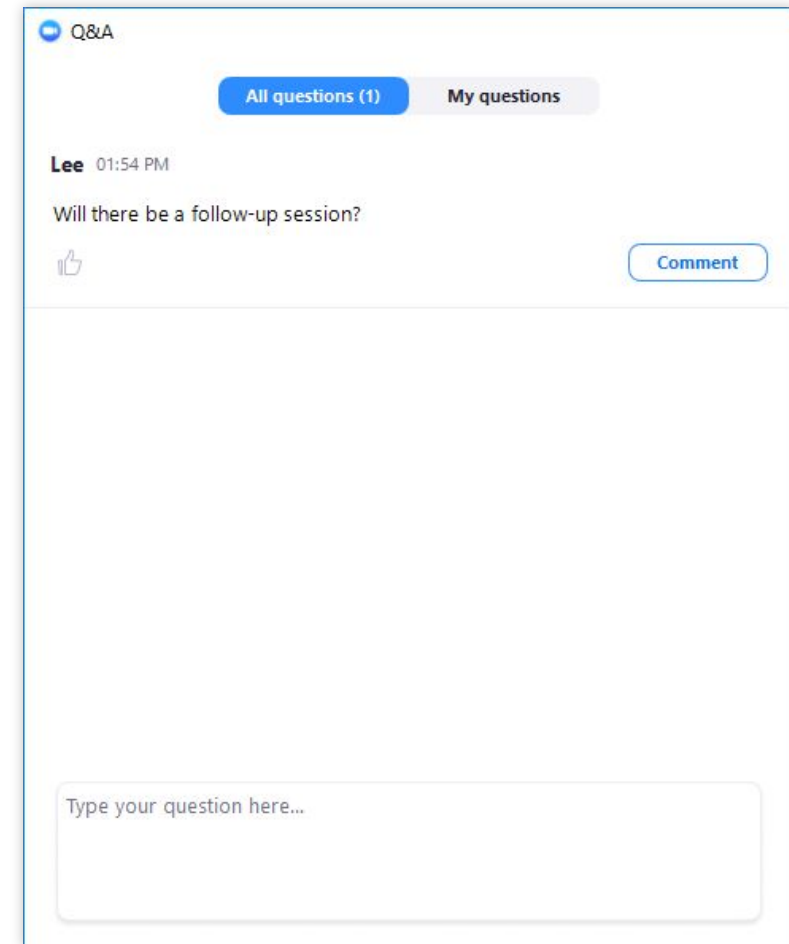
Follow up email will include:

- Webinar recording
- Follow-up resources to consider



Look for an invite for our next webinar “Building Dream Teams” on 9/16 at 11am

Housekeeping



Please drop your questions in the Q&A feature during the webinar!

Webinar Agenda

- Current Market State
- How to foster a more diverse, equal, and inclusive workplace
- Acknowledging and embracing the work to be done
- Q&A

Please drop your questions in the Q&A feature during the webinar!

Current market state



Drizly

7,488 followers

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We had a bunch of words written about our purpose and our values as a brand in response to the senseless killing of George Floyd. But the truth is, there are only three words that are important right now:

Black. Lives. Matter.

To the Black community. Your lives matter. To our Black customers, our Black retail partners and drivers, our Black employees. Your lives matter. We are with you, we see you, we hear you. We will no longer be silent.

We understand we have a lot more work to do as a company to support you. We are going to [start today by donating to Color Of Change](#). For any of you who want to support the Black community and help end social injustice and racial inequality, we gathered up a few helpful organizations. [Color Of Change](#), [Black Lives Matter Global Network](#), [CampaignZERO](#), [NAACP Legal Defense and Educational Fund, Inc.](#)



- We will use our industry voice and platforms like [On the Line](#) to highlight Black-owned restaurants and the organizations that support them.
- We will work within our philanthropic arm, [Toast.org](#), to make our technology and services more accessible to minority-owned restaurants and take steps to open up our network to first-time operators through mentorship programs.
- In the coming months we will train members of our team at Toast to provide pro-bono consulting for minority-owned restaurants on our platform to make sure they're well-positioned to recover from the impact of COVID-19.
- Through Toast.org we will donate \$200,000 to charitable organizations identified and vetted by members of our DEI Council.
- To support our team of passionate Toasters, we will work hard to empower our managers and take steps to ensure we measure and increase the diversity of our team across all levels.

Black Lives Matter: An Open Letter to Our HubSpot Community



HubSpot Follow

Jun 18 · 3 min read



By Brian Halligan, Co-Founder & CEO at HubSpot

I believe that to have an impact, we will need to walk the walk, not just talk the talk. [Sharing our public support is important, but the true measure of our impact will be the progress we make on our promises over the next five years, not the next five days.](#) To that end, we shared an internal commitment to create long-term change with our employees this week. This plan was built by listening to and learning from Black HubSpotters. The four pillars we're focused on are introspection, investment, inclusion, and impact. Our initiatives include recruiting and retention elements, but also efforts to support Black-owned businesses and to celebrate Black voices in our content and across our business long-term.

FACEBOOK

- We've already committed to have 50% of our workforce be from underrepresented communities by the end of 2023, and we're working to double our number of Black and Latinx employees in the same timeframe.
- And over the next five years, we're committing to have 30% more people of color, including 30% more Black people, in leadership positions. We will also continue our ongoing efforts to increase the representation of women in leadership.

Many companies are looking for cultural answers

Short-term actions

- Visibly Championing DEI from the top down
- Juneteenth as a holiday
- Donations to NAACP and similar
- Anti-bias training & book clubs
- Launching BIPOC resource groups

Corporate America Says Black Lives Matter. It Needs to Hold Up a Mirror.

It's time for companies to move beyond mere tweets and hire more black employees at every level.

By Greg Bensinger

Mr. Bensinger is a member of the editorial board.

Long-term actions

- X% increase in BIPOC/Women leaders in X time
- Invest \$X in DEI initiatives and vendor relationships
- Diversify recruitment sources (i.e. HBCUs)

“

Diverse companies are **70%** better positioned to capture new markets than homogeneous ones

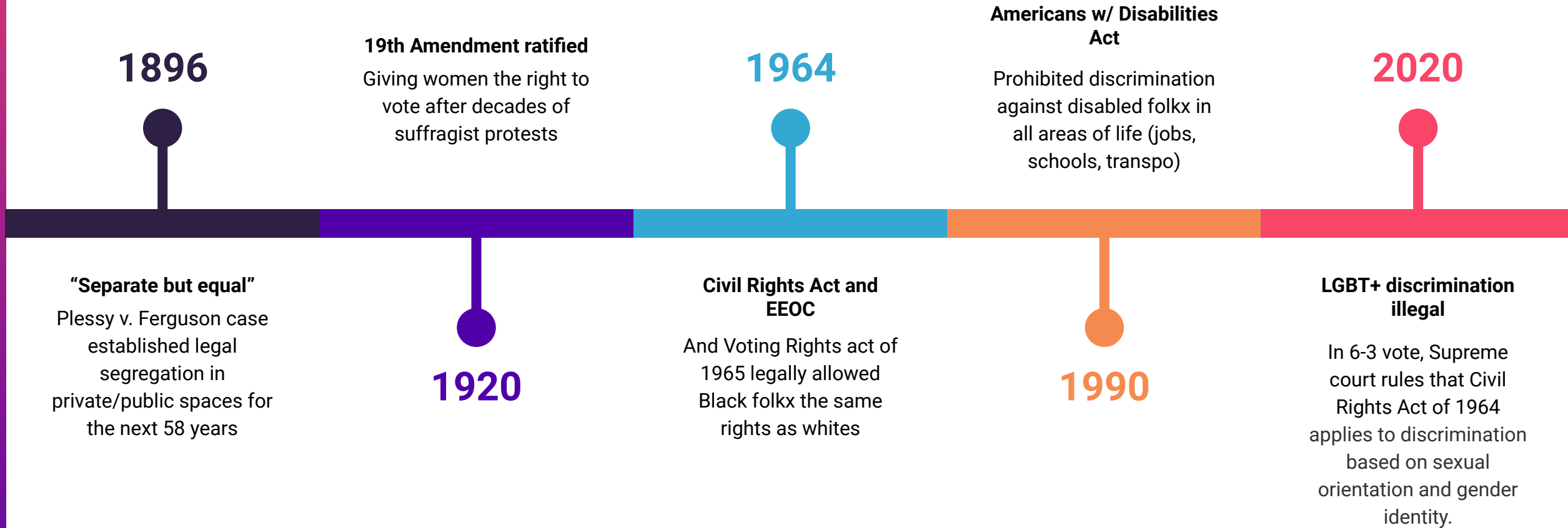
Harvard Business Review

“

86% of millennials would take a pay cut to work at a company whose mission and values align with their own

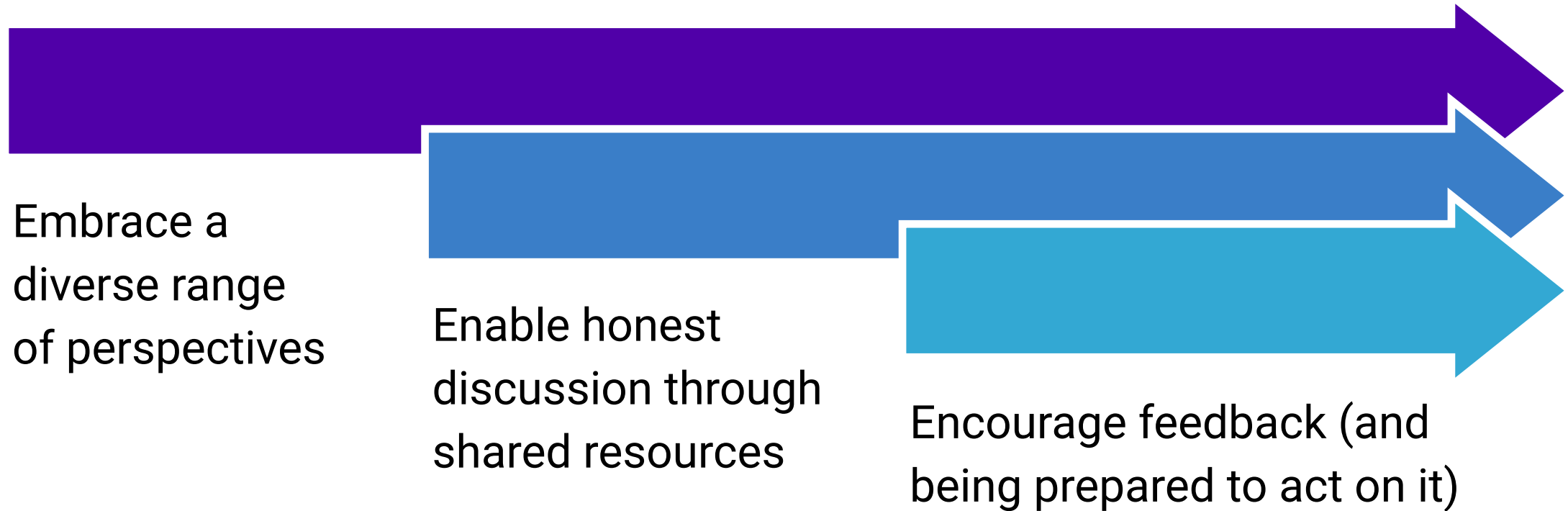
LinkedIn's Workplace Culture Report

We're fighting centuries of history...

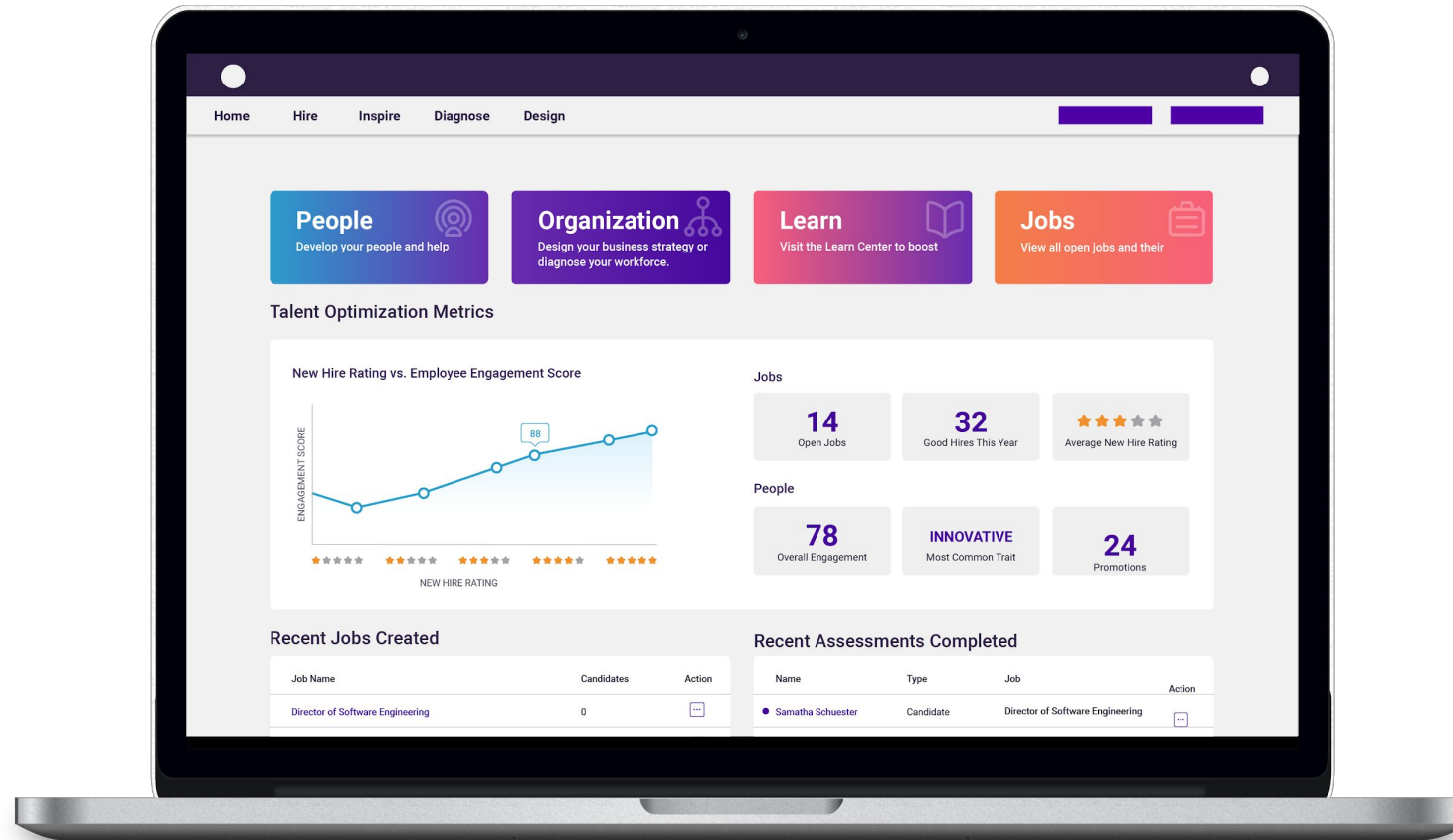


How to foster a more diverse, equal, and inclusive workplace

Defining your DEI goals as an organization



How can you use PI to help?



Hire

Hiring Candidates

BEHAVIORAL DRIVES:

Collaborative

Reserved

Somewhat **Driving**

Extremely **Flexible**

Somewhat **Independent**

Very **Sociable**

Steady

Precise

MATCHING PROFILES:

Controller

Guardian

ADD

Copy Invitation

OR

Add by name

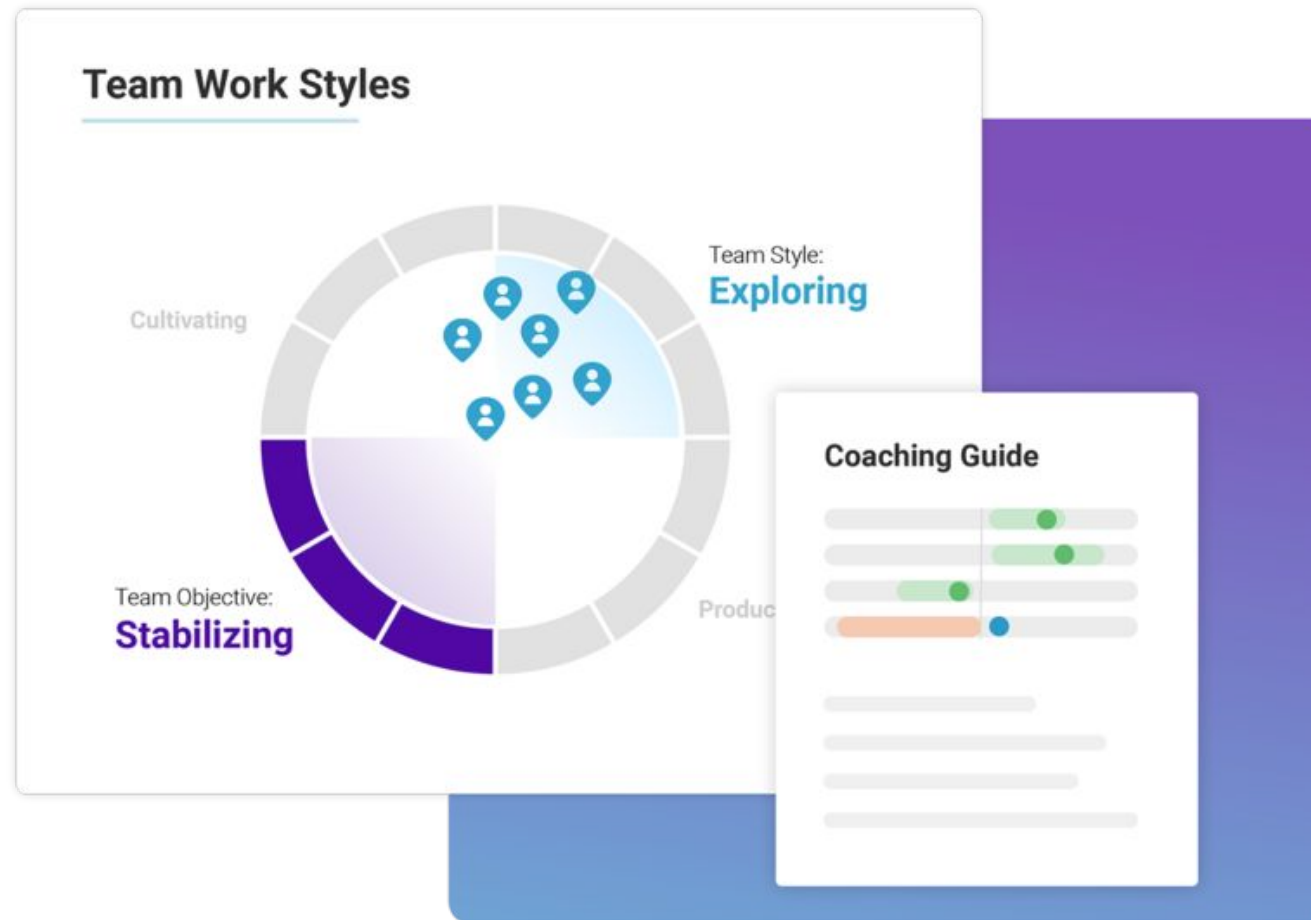
Candidate Name	Match to Job	Behavioral Profile	Status	
Jane Smith	★★★★★	Controller	SHORTLISTED	Interview
Jerry Harrison	★★★★★	Guardian	SHORTLISTED	Interview
Samantha Weatherhead	★★★★☆	Operator	SHORTLISTED	Interview

Interview Guide

★★★★★

2020

Inspire



Design

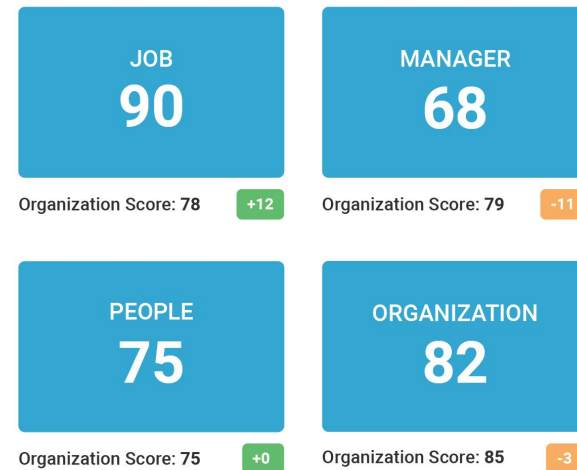
Leadership Alignment



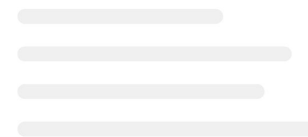
Diagnose

Engagement Report

Employee Experience Categories



Strengths



Blind Spots



Benefits of a diverse workforce



**Acknowledging and embracing
the work to be done**

“

67% of job seekers consider diversity an important factor when considering employment opportunities

Glassdoor

Gender equality wins

WHAT IS A GENDER NEUTRAL PRONOUN?

A word that doesn't specify whether the subject of the sentence is female or male (the gender binary). There are several gender-neutral pronouns in the English language.

she	he	they	ze/zie	xe
her	him	them	hir	xem
her	his	their	hir	xyr
hers	his	theirs	hirs	xyrs
herself	himself	themselves	hirsself	xemself

And this isn't a complete list

WORDS MATTER

Gender equality wins



- Pay equality
- Woman@PI
- International Women's Week

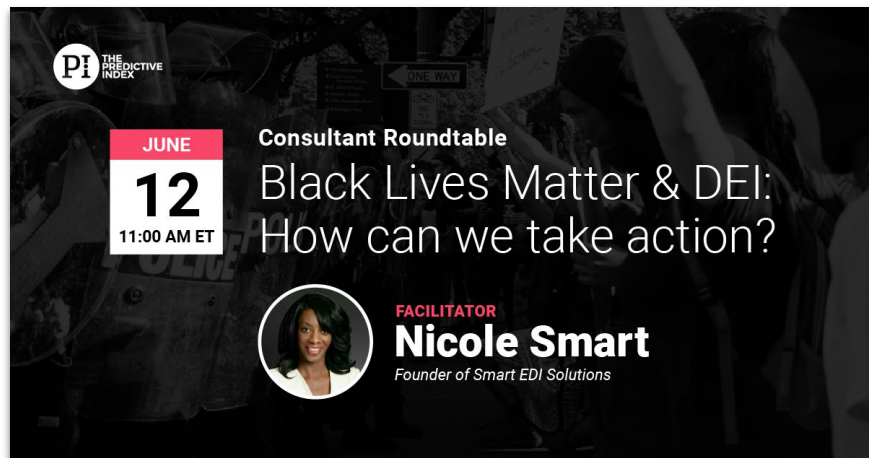
Our journey evolves

- Company-wide discussions
- Conversations with our Partner Network
- Distributed DEI resources
- Initiative focused on lasting change

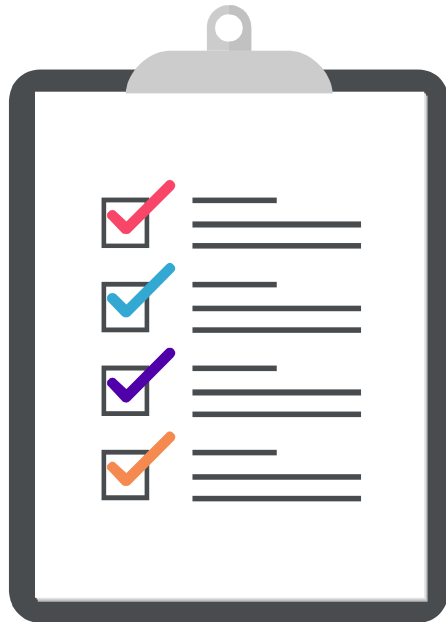


Our journey evolves

- Round tables led by Partners and Clients
- Joined MassTLC Tech Compact



It's time for action



- ☐ Audit where your company stands.
- ☐ Standardize hiring.
- ☐ Create a pipeline.
- ☐ Listen to BIPOC employees and respond with action, not words.
- ☐ Go beyond annual diversity training.
- ☐ Invest time & money in underrepresented career paths.
- ☐ Strive for consistency and to make a real difference.

Q/A Session

[write your questions in the Zoom Q&A]

