



# How Inclusivity Fuels Employee Engagement

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# Presenters

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# Agenda

- 1 Background on today's topic
- 2 How to attract top talent
- 3 How to activate inclusion to drive engagement
- 4 Getting executive buy-in
- 5 Q&A

**“64% of candidates say diversity and inclusion is an important factor in their decision to accept a job offer.”**

To attract the right fit talent for your team, you need to *lead with your values.*

# Where The Muse Promotes Company Values

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**Job  
descriptions**

**Company  
profiles**

# Inclusion Builds Engagement

A study showed that employees who rate their culture poorly are **24 percent** more likely to leave

# Diversity Without Inclusion Isn't Enough

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**“Diversity is being invited to the party.  
Inclusion is being asked to dance.”**

**- Vernā Meyers, diversity and inclusion advocate**



# Diversity Without Inclusion Isn't Enough

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“Diversity is what you say,  
*inclusion is what you do.*”

# Diversity Without Inclusion Isn't Enough

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# Diversity Without Inclusion Isn't Enough

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Research has shown that employees who are *actually* able to bring their whole selves to work are **42% less likely** to say they intend to leave their job within a year.

# How to Attract Top Talent

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**Employee  
Resource  
Groups**

**D&I  
Programs**

**Paid  
Parental  
Leave**

**Job Boards**

**Inclusive  
Language**

**Conferences**

**55% of candidates** consider job descriptions to be among the most helpful things when deciding if a company is a good fit for them.  
— 2018 Muse User Survey

# How to Write More Inclusive Job Descriptions: 3 Tips

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#1

## Analyze your job requirements

~~Restrictive Requirements~~  
Focus on impact + what you want candidates to **achieve**

#2

## Carefully consider your word choice

~~Ninja~~  
~~Assertive~~  
~~Dominate~~

#3

## Skip the corporate jargon

~~"We're seeking a candidate who can analyze our P&L and leverage those metrics to achieve our KPIs."~~

**How can you demonstrate your  
commitment to inclusivity?**

# Squarespace @ NYC Pride





# The Muse Examples

The screenshot shows the Muse website interface. The top navigation bar includes 'the muse' logo, 'HOME', 'EXPLORE COMPANIES', 'SEARCH JOBS', 'COACHES AND COURSES', 'GET ADVICE', 'FOR EMPLOYERS', a search icon, 'Sign In', and 'Sign Up'. Below this is a secondary navigation bar with 'About', 'Employees', 'Offices', and 'Jobs'. The main content area features the HBO logo on the left and a video player with the title 'Celebrating Inclusion'. To the right of the video is a text block with the heading 'Celebrating Inclusion' and a paragraph of text.

**the muse** HOME EXPLORE COMPANIES SEARCH JOBS COACHES AND COURSES GET ADVICE FOR EMPLOYERS Sign In Sign Up

About Employees **Offices** Jobs

## HBO

### Celebrating Inclusion

#### Celebrating Inclusion

HBO prides itself on fostering a work culture that applauds differences and values respect, equal opportunity, trust, and individual responsibility. Employees come from diverse backgrounds to deliver a full range of creativity and innovation. HBOers are welcome to join one of the many Employee Resource Groups, which connect employees from a variety of cultures and backgrounds—Asian, Black, Latinx, LGBTQ, Parents, Veterans, Women and Young Professionals—and offer resources, networking opportunities, and special events. When people are encouraged to express their authentic selves, they're also inspired to do their best work.

The screenshot shows the Muse website interface with a video player overlay. The top navigation bar is identical to the previous screenshot. The secondary navigation bar includes 'About', 'Associates', 'Offices', and 'Jobs'. The video player shows a man speaking in front of a wall covered in photos. The video player controls are visible at the bottom, showing a progress bar at 00:01 / 01:47 and a 'SHOW MORE' button.

**the muse** HOME EXPLORE COMPANIES SEARCH JOBS COACHES AND COURSES GET ADVICE FOR EMPLOYERS Sign In Sign Up

About **Associates** Offices Jobs

Donna  
Customs Co  
Donna breaks do  
Canadian customs r  
agreements in orde  
best import a

00:01 / 01:47

SHOW MORE

**How can you activate inclusion to  
drive engagement at your  
company?**

# Promote Employee Resource Groups (ERGs)

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- Encourage internal leadership
- Promote socializing between employees
- Leverage Slack as a medium for employees with shared interests to communicate
  - #recipeswap
  - #bookclub
  - #kittytime
  - #winterishere



# Create a Welcoming Onboarding Experience

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Employees with negative onboarding experiences are *twice as likely* to look for new opportunities in the near future



# Train Managers to be Inclusive

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Managers can *make or break* whether an environment is inclusive or not.

## Show Your Commitment

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Remember that inclusion  
is about what you *do*.

# Getting Executive Buy-In

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**“70% of companies** reported that their C-Suite Executives and Board of Directors are ultimately responsible for the success of the strategy and implementation of a diversity program.”

# Getting Executive Buy-In

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**External  
Data**

**Research  
Industry benchmarks  
Competitive info**



# Getting Executive Buy-In

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**Internal  
Data**

**Pulse surveys  
Stay interviews  
Exit interviews  
New hire surveys**



**REMEMBER**

**Inclusion → Engagement → Retention**



# Thank You!

**SHRM Code: 19-RKMZZ**

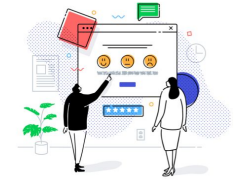
**Visit [reflektive.com/events](https://reflektive.com/events) for more upcoming webinars**

# Engagement

Measure employee sentiment with company-wide surveys and targeted polls

Department Score Map

Question factor	Customer success	Engineering	Exec
Career Growth	75	66	60
Culture of feedback	70	74	67
Engagement Measure	69	74	82
Leadership	63	53	57
Management	78	81	71
Performance Drive	89	82	80
Performance Management	69	68	60
Work Environment/Culture ...	73	71	63



## Welcome to your Semi-Annual Engagement Survey!

Please take a few minutes to answer the questions in this survey. Your responses will be **anonymous** and **confidential**, and your feedback helps to make our company a great place to work.

Anonymous 10 Questions 12 Minutes

Get Started →

Drive meaningful change throughout the year with one integrated engagement and performance solution

### Built by Experts

Engagement surveys designed with guidance from Hayagreeva Rao, an expert in organizational behavior from Stanford University.

### Customizable Templates

Use pre-built survey templates to measure engagement or customize with your own questions.

### Heatmaps and Analytics

See how engagement varies across departments and offices. Customize reporting based on demographics, cohorts and more.

### Speedy Answers

Send short polls and pulse surveys to follow-up on specific issues and drive higher participation.

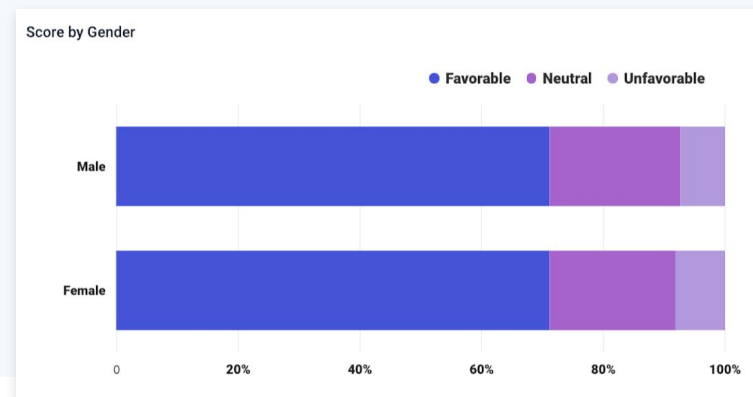
### Gather insights year-round

- Engagement surveys
- Lightweight polls
- Real-time feedback



### ... and take action

- Create goals
- Discuss during 1-on-1
- Add to check-in or review



# Q&A

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