

Activating a culture of inclusion and belonging



Client need

After collecting sentiment data, a B2B financial services company identified a need to address unconscious bias and establish a foundation of intentional diversity, inclusion, and belonging efforts within the company's culture. While addressing these needs, the efforts also instilled interest and an appetite for creating a learning culture through innovative experiences. To achieve these goals, the company partnered with BTS to co-create a customized solution.

The solution...

- **Approach:** Coupled with BTS' Diversity and Inclusion best practices of inclusive moments, behaviors, and thought research, six 90-minute interviews were conducted with the company's employees to define and understand pivotal moments characteristic of inclusive, diverse behavior that fostered the desired culture.
- **Tool:** Through an iterative and collaborative design process workshoped with the company employees, a Diversity and Inclusion solution playbook was created that acted as a detailed action plan to support the culture shift.
- **Experiences:** Two and four-hour experiences that included moments-based workshops facilitated and cemented a shared understanding of unconscious bias, its impact on inclusion, and targeted mindsets.
- After the success of the workshop, the organization expressed interest in delving into more learning solutions with BTS.



Results and Impact

- **Speed:** 12 weeks from discovery to delivery that included approximately 360 participants in four North American locations
- **Breadth:** Participants created a total of 323 unique on-the-job actions to activate an inclusive and diverse culture that fosters belonging
- **Metrics:** Engagement metrics of inclusion and belonging increased

"I'm a huge proponent of interdisciplinary thinking and working with counterparts in other departments has made me have a better understanding of the global strategy of the company and how I can work with everyone to contribute to it."

"The greatest impact attributable to connecting with new members of the company is building cross-departmental relationships. I was able to get a better understanding of what they do, what their motivators are and how I can best help them accomplish their goals. This was a great exercise."

"I realized how much you can affect someone's day to day by just reaching out to connect."