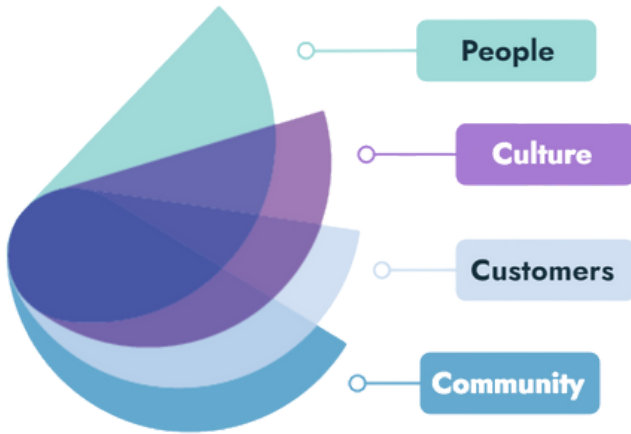


Exploring Culture Through Different Lenses



At Hummingbird Humanity, we view diversity, equity, and inclusion through 4 Lenses of Representation: **People, Culture, Customer, and Community.**

Culture focuses on engaging employees, celebrating their differences, meeting their needs, and helping them thrive.

Elements that are vital for a successful company culture include: **engagement, cultural competency, employee benefits** and **work-life integration.**

Below are some of the ways in which Fortune's 100 Best Companies to Work For 2021 are making it happen.

1. Engagement

Companies with highly engaged teams show **21%** great profitability (Forbes, 2019) and organizations have to take active steps to create channels of communication between employees and leadership to understand each other. **Hilton's** take:

Hilton's Senior Leadership Business Immersion program places senior leaders and board members for three days doing the real front lines not so glamorous work like checking in guests, carrying luggage to rooms, assisting engineering on calls, handling guest complaints, cleaning rooms, etc. This three day experience provides them authentic insight into how staff feel, the challenges they face, and what improvements might be needed.

D&I TALK: What are three ways in which leadership at your organization can become more in-touch with employees, particularly those in client-facing work?

→ **More Tools: [How to Incorporate Employee Resource Groups in Your Organization](#)**

2. Cultural Competency

Out of 10,000 job-seekers surveyed, **72%** indicated they needed to understand the work culture before accepting an offer (PwC, 2019). Employees expect companies to be transparent about the ways they are creating change. Here's how L'Oréal shows up:



L'Oréal's *Inclusive Beauty* sponsors disability awareness workshops in India, pairs employees with multicultural students in the Netherlands, and offers training to young adults in vulnerable Pakistan communities—to name a few of the global initiatives to bring varied lived experiences together.

D&I TALK: What are some activities your organization can initiate to increase awareness during these dates?

- March 8th - International Women's Day
- May - Asian Pacific American Heritage Month
- June 19th - Juneteenth (Proclamation of the Abolition of Slavery)
- September 15th through October 15th - Hispanic Heritage Month
- December 3rd - International Day of Persons with Disabilities

→ **More Tools: [5 Steps to Launch an Effective D&I Council](#)**

3. Benefits

In a survey of **500** HR leaders, **98%** of them plan to newly offer or expand at least one employee benefit, prioritizing the ones workers deem most essential, like child and senior care benefits, flexibility around when and where work gets done, and expanded mental health support (Harvard Business Review, 2021). How Salesforce expanded their benefits:



Salesforce *benefits* enabled parents to take up to six extra weeks off work, and offered reimbursements of \$500 a month for childcare and educational resources. The company also announced that it would permanently allow employees the option of hybrid or remote work.

D&I TALK: What are three ways your organization can help out working parents? e.g. meals, story time

→ **More Tools: [10 Inclusive Benefits for a Supportive Workplace](#)**

4. Work- Life Integration

Over half (**52%**) of 1,500 U.S. workers respondents are experiencing burnout in 2021 —up from the **43%** who said the same in a pre-Covid-19 survey (Forbes, 2021). Companies more than ever are adapting to the needs of employees to prevent it. Cisco's paradigm shift:



Cisco has a decentralized team approach. A team leader will collaborate with their staff to mutually explore the best work options that's right for them. The leader will check in regularly to ensure that both in-office and remote employees are kept engaged and in the loop. There is a focus on output and results —not hours spent in front of a screen. Once a quarter, everyone meets up together.

**D&I TALK: During which hours could we avoid scheduling meetings?
e.g. school dropoff, dawn/dusk prayers**

→ **More Tools: [17 Ways Companies Can Start Work-Life Integration](#)**

Good for Humanity, Good for Business:

Whichever initiatives your organization decides to implement, the key to success is to involve your employees in the process. From brainstorming, to decision-making, to implementation, it is imperative that all voices are heard.

Organizations with great cultures are **2x** more likely to exceed financial goals, **6x** more innovative, and **8x** more likely to have better business outcomes (Deloitte, 2018).

