

Stop “Doing Diversity”

Build an Inclusive, Equitable, and Just
Workplace that Drives Success





DR J JACKSON-BECKHAM

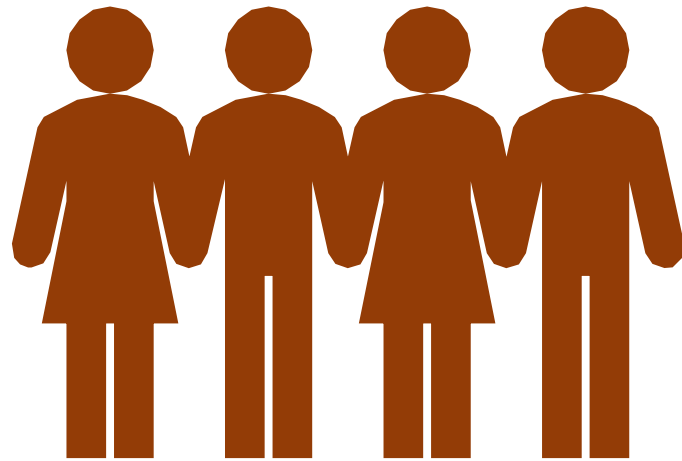
Diversity Ambassador

BREWERS ASSOCIATION

 @JNIKOLBECKHAM

 @CB4A_YALL

The Business Case for Diversity



- **Past** - Reducing occupational barriers for women and Blacks was a major contributor to U.S. economic growth.
- **Present** – Companies in the top quartile for gender and racial diversity are more likely to be profitable.
- **Future** - In a little over 25 years, people of color will represent half the total population and more than half of the working age population.

Stop “Doing Diversity!”

WAIT...WHAT?



Rethinking the “Diversity” Question

Inclusion asks, “Have we made sure that everyone knows they are invited everyone to come into the room?”

Inclusion



Rethinking the “Diversity” Question

Inclusion asks, “Have we made sure that everyone knows they are invited everyone to come into the room?”

Equity asks, “Does everyone have the same quality of experience once they arrive in the room?”

Equity



Rethinking the “Diversity” Question

Inclusion asks, “Have we made sure that everyone knows they are invited everyone to come into the room?”

Equity asks, “Does everyone have the same quality of experience once they arrive in the room?”

Justice asks, “Can we eliminate the barriers people are experiencing that keep them out of the room or inspire them to leave?”

Justice

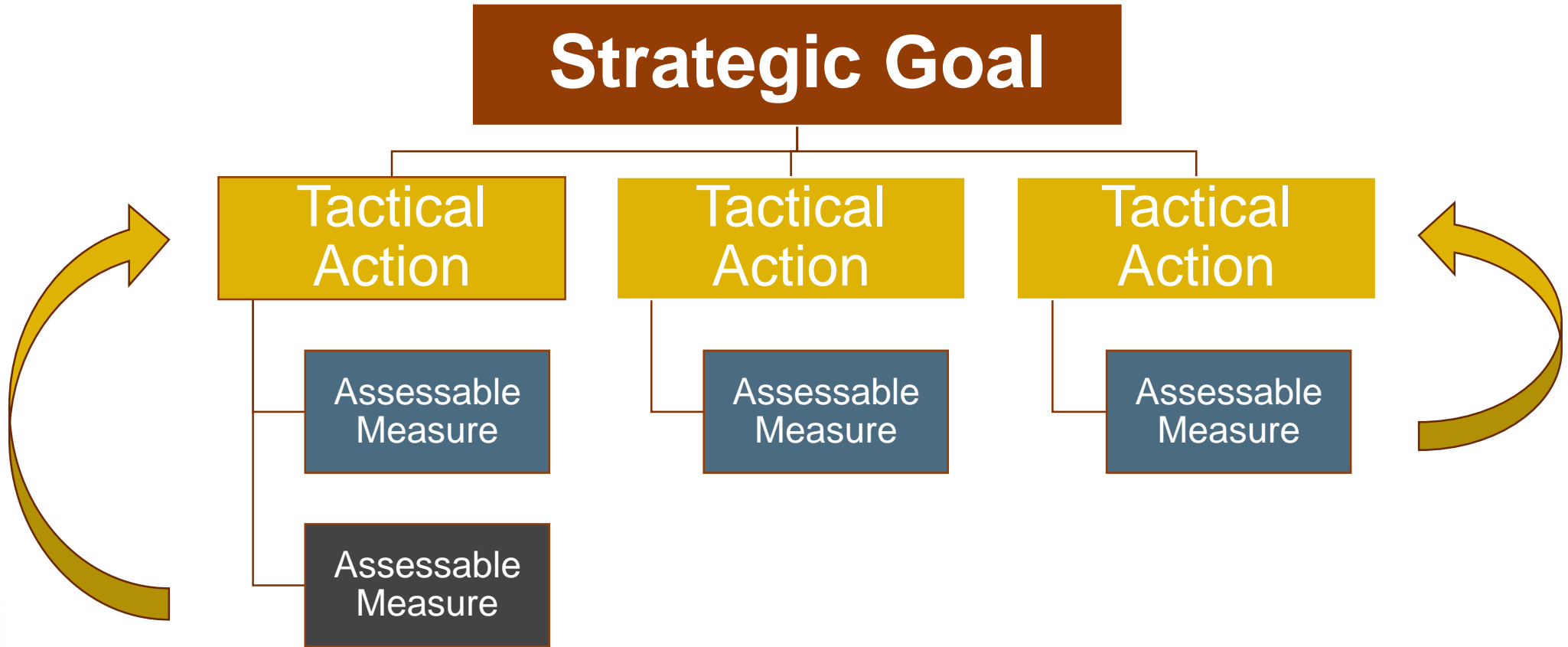


Inclusive, Equitable and Just Workplaces

START AT THE TOP



Strategies and Tactics





Measurable does not mean Quota

What will things
look/sound/feel/be like
when you achieve your
diversity?

Getting Beyond Demography

	Inclusion	Equity	Justice
Demographic			
Psychographic			
Sociographic			

Inclusive, Equitable, and Just Workplaces

CONSIDER THE ENTIRE EMPLOYEE JOURNEY



It's All About the “Journey”

Make sure you take the opportunity to make a difference at every milestone.



Sample Planning Matrix

The object isn't necessarily to fill out the entire matrix.

Align efforts with your needs and your capacity.

	Inclusion	Equity	Justice
Pipeline			
Job Posting			
Material Review			
Interview			
Onboarding			
Growth			
Separation			



Inclusive, Equitable, and Just Workplaces

ADDITIONAL RESOURCES



Resources from the BA



**DIVERSITY AND INCLUSION FOR
SMALL AND INDEPENDENT BREWERS**



Laying the Groundwork

The first resource in a five-part series



**DIVERSITY AND INCLUSION FOR
SMALL AND INDEPENDENT BREWERIES**



**Best Practices for Implementing Diversity and
Inclusion: Diversifying Your Fans**

The second resource in a five-part series

**DIVERSITY AND INCLUSION FOR
SMALL AND INDEPENDENT BREWERIES**



Assessing Your Efforts

The fifth resource in a five-part series





**Inclusion,
Equity, and
Justice drive
diversity...and
improve the
experience for
everyone.**

Questions?

@jnikolbeckham 

DrJ@CraftBeerForAll.com

