



# THE IMPORTANCE OF MEASUREMENT METRICS IN INCLUSION



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***“...It’s not  
enough to  
hire a diverse  
workforce”***



**A**s a C-level member of senior management, your job is to ensure that the company is a profitable one.

And, in order for the company to be profitable, a variety of components must be in place to accomplish this overall goal. You may be wondering to yourself, *my HR department is already hiring a diverse workforce, what else needs to be in place?*

Hiring a diverse workforce remains critical to ensure the best talent for the organization. But hiring a diverse group of employees is only part of the strategy. Once people are hired, how do you make

sure they stay – that they are included? Inclusion is a strategy for engagement, retention and productivity.

Inclusion metrics must be developed; metrics *beyond representation* of specific groups are critical. Inclusion metrics must become part of your internal analytics. Reporting should be a snapshot in time of the overall progress your organization is making against its inclusion and diversity strategies and tactics. Are you operating at an optimum level? Once you recruit the talent, are you retaining them? If you had a split second of hesitancy, the need for developing appropriate metrics is crucial.

### **The Importance of Measurement and Metrics**

In order to correct, [enhance or improve your](#)



[company's](#)

[performance,](#)

several principles

must be evaluated

and in place to bring

about [diversity and](#)

[inclusion](#) results.

It's not enough to hire a diverse workforce. Several factors and considerations must be addressed. For the first time, **4 distinct generations** are working side by side. Each with their own values and communication styles, are you prepared to adapt your hiring and management style to accommodate segments of human capital?

- People of color are also projected to be the majority in the U.S. by the year 2042. To have the best talent today means having a diverse workforce.
- Again, are you prepared to lead a diverse group and keep the employees engaged?
  - If not, the consequence is losing that talent to another company.
  - The time to invest in Human Capital has never been more critical.

Remember; diversity representation by itself won't work. Creating inclusion metrics with accountability is critical to retention,

engagement and productivity. Results don't magically happen simply by implementing the principles of inclusion. So what does this mean?

## **The Proof is in the Pudding!**

### ***Keys to measurable Diversity/Inclusion goals.***

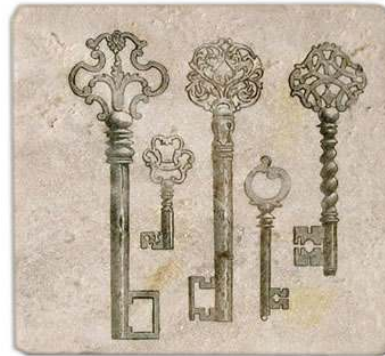
#### **➔ FIRST KEY -**

Developing a diversity direction that fits YOUR group...

#### **● Consider your**

employees. All of them. Everyone from the mail room clerk to

“...Are you operating at optimum level? If you had a split second of hesitancy, the need for developing appropriate metrics is crucial.



*“If profit is the only measure of success, then Enron will be the result.”*

senior management. The principles of inclusion and engagement created for your group must be broad enough to be embraced by ALL of your employees.

↔ **SECOND KEY – Behavior of leaders**

- Success must be measured in other terms than financial. If profit is the only measure of success, *the fiasco of Enron will result.*
- As a leader, you must [walk the talk](#). Employees will look to **YOU** for example.

↔ **THIRD KEY – Involve key departments in this initiative. Inclusion and diversity is critical for the entire organization!**

- ☞ Consider the following:
- ☞ Human Resources
- ☞ Chief Diversity Officer
- ☞ Corporate Communications
- ☞ Operations partners

↔ **FOURTH KEY – Multiple Learning Opportunities so everyone understands what it means to create an inclusive environment**

- Offer learning opportunities that meet the needs of your organization's tight budget and increasingly limited time for training.
- Provide blended learning opportunities to keep employees engaged.

➔ **FIFTH KEY – Measure and Motivate!**

- Create metrics beyond representation in diversity.
- Compile data to measure human capital strategies and tactics against your key inclusion and diversity goals and objectives.
- Have HR create a “Metrics for Inclusion and Diversity Score Card™” - a Score Card with the emphasis on Inclusion as well as Diversity.

➔ **SIXTH KEY – Participation is KEY**

- C-Level managers must model inclusive behaviors; they must walk their talk.
- Senior Managers should roll out programs and initiatives where everyone can participate and feel part of the effort.
- Is everyone participating? If not, who isn't? Why?

- 🎧 Take extra care to hold more meetings with relaxed communication, reach out to all employees, not just the top performers and or tenured employees. Reveal how the “Metrics for Inclusion and Diversity Score Card™” touches every employee. Make it personal.

➔ **SEVENTH KEY – Keep the FAITH!**

- 🎧 Having only modest success? Have faith that if your management team continues to drill on the first six initiatives above, the employee base will change for the better! Also,
- 🎧 **ADVERTISE IT!** Be proud of every step taken in the right direction. Point it out to employees at every opportunity





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that easy!

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