

# FAST FACTS: FOCUSING ON DIVERSITY AND INCLUSION



## WHAT IT IS

- **Diversity** is represented by people and allows for greater variety of perspectives, skills, experiences and expertise to contribute to your organization's work.
- **Inclusion** is the process and practice of actually including that diversity in your organization.
- According to the [Canadian Centre for Diversity and Inclusion \(CCDI\)](#), "diversity and inclusion are about capturing the uniqueness of the individual; creating an environment that values and respects individuals for their talents, skills and abilities to the benefit of the collective."

## WHY IT'S IMPORTANT

- Increasingly workers are seeking employers who actively promote inclusion and diversity in the workplace.
- Business strategy to recruit and retain the necessary talent to grow and offset baby boomer retirements.
- Positive impacts on work environment, financial returns, overall business strategy and corporate reputation.
- Internal benefits include:
  - Varied perspectives
  - Better problem solving
  - Larger audience (customers, stakeholders, suppliers)
  - Increased number and variety of job applicants
  - Higher profits

## WHAT YOU CAN DO

- Assess your organization's existing level of diversity and inclusion—do you reflect the market in which you operate?
- Demonstrate your commitment and be open internally as to where you see room for greater inclusion and diversity
- Listen and respond to staff about their suggestions for improvement
- Make inclusion and diversity part of your external communications to demonstrate commitment and tangible results
- Recruit from a broader cross section of society—especially from amongst audiences where you are less well-known and respected
- Recognize and celebrate the diversity in your workplace—make it part of your corporate culture.

## RESOURCE LINKS

[Canadian Centre for Diversity and Inclusion](#)  
[Glassdoor](#)  
[Alliant University 4 Types of Diversity](#)  
[Forbes](#)  
[McKinsey & Company](#)  
[Canadian Construction Association](#)  
[Pembina Institute](#)  
[Careers in Energy](#)  
[Equalby30.org](#)