

Inklusiiv
for Business

DEI trends 2022

Members' event

February 22nd, 2022

Yesmith Sánchez

Inklusiiv Oy

These are the areas around DEI where we've seen a dominant trend during 2022

DEI as a key element for employer branding

DEI as part of sustainability

Accountability and results

From awareness to action

Dedicated roles and resources for DEI

Making DEI transparent and tangible

Moving from awareness to action

Moving from the conversation to implementation can be most impactful through:

1. Having a diversity policy
2. Implementing a strategic plan
3. Using DEI data to make decisions

Source: DEI 2022
trends Culture Amp

Making DEI work transparent and tangible

1. Have channels to communicate current and future efforts
2. Receive feedback from employees on perceptions of the workplace
3. Reporting on achievements internally and celebrating successes
4. Measuring DEI through surveys and audits
5. Roadmaps with timelines and assigned responsibilities

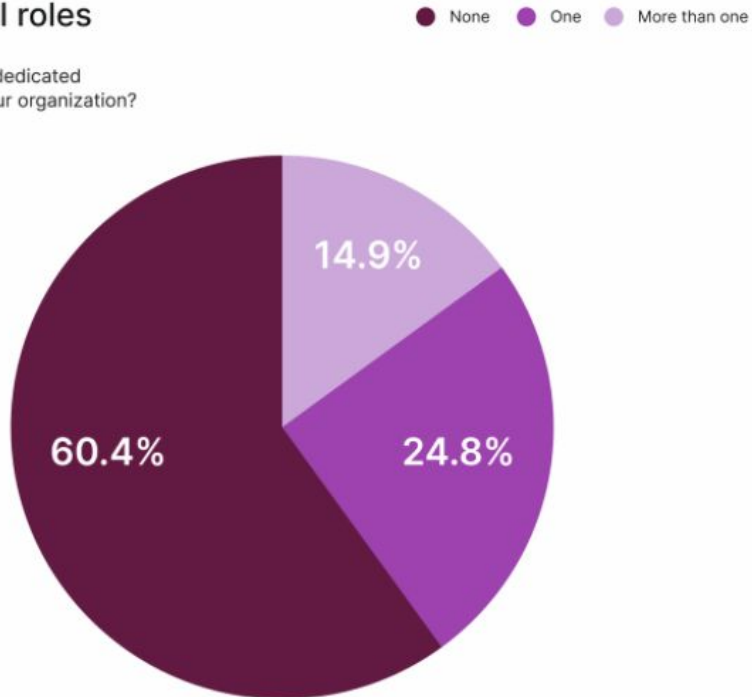
Accountability and results

- Having clear responsible people for the results and change
- Making initiatives measurable and setting clear KPIs
- Including DEI as priority in the general strategy
- More support to those driving the change i.e. managerial training

Dedicated roles to DEI positions

Dedicated DEI roles

How many official DEI-dedicated roles do you have in your organization?



Source: Understanding the DEI landscape survey



[Diversity & Inclusion, Senior Manager \(Bangkok Based\)](#)

Agoda
Helsinki, Uusimaa, Finland

Actively recruiting

Promoted - **7 applicants**



[Senior Diversity, Equity & Inclusion Consultant](#)

Electronic Arts (EA)
Helsinki, Uusimaa, Finland (On-site)

Actively recruiting

Promoted

The number of people with the title "head of diversity" jumped 104% from 2015 to 2020, [per LinkedIn data](#). In Finland this starts to be a trend too.

DEI as a key element for employer branding

- The pandemic and social movements (#metoo, BLM) have changed the expectations towards employers
- Understanding employees & creating individual approach is more important than ever.
- Hiring for diversity a key priority for top brands. [Among the World's Most Attractive Employers](#), **98 %** say diversity and inclusion is a very important part of recruiting efforts (*Universum Employer Branding NOW 2021 survey*)

Mielipide | Kolumni

Edessä hämmöttää suuri irtisanoutumisten aalto – Ymmärtävätkö yritykset enää työntekijöitään?

Työpaikoilla ja työmarkkinaneuvotteluissakin kannattaisi kiinnittää entistä enemmän huomiota työelämän murrokseen.

Taru Tujunen

9.11.2021 2:00 | Päivitetty 9.11.2021 8:56

A record number of employees are quitting or thinking about doing so. Organizations that take the time to learn why—and act thoughtfully—will have an edge in attracting and retaining talent.

Social responsibility is increasingly important for all stakeholders - and DEI is part of it

- **ESG** = Environmental, **Social**, Governance (measurable factors that external partners and investors look at in their evaluation of a company)
- **CSR** = Corporate Social Responsibility (internal processes, culture & commitment to be kind & do what's right)
- **SDGs** = UN's blueprint to achieving a better and more sustainable future for all.
- Social responsibility refers to consideration of people and relationships (e.g. Employee engagement, Human rights, Community relations, D&I)
- Climate change has increased the pressure to focus on the “**E**” part of the sustainability work but **social responsibility** is becoming increasingly important
- **Equal treatment of employees, business ethics** and **good leadership** are increasingly important reputation drivers for companies (T-Media reputation study 2021)

Measuring is key to any DEI efforts.

Five reasons for measuring DEI

1

Demonstrate your organizational commitment to DEI.

2

Understand how different groups perceive the current state of DEI in your organization.

3

Identify areas of strength and improvement.

4

Gather data to monitor progress and to benchmark against your sector.

5

Get insights to be able to assess the right priorities and to make actionable change.

How to measure diversity and Inclusion?

Diversity metrics focus on:

- How balanced and representative the team is
- If different demographics are equitably represented

Inclusion metrics focus on:

- experiences of the work environment and opportunities
- whether employees have equal opportunities to thrive

**Some of these categories are protected which might limit the possibilities to gather data.*

Inklusiiv can be your survey partner

- ❖ Inklusiiv offers a unique combination of expertise in DEI, employee surveys and data analysis
- ❖ We act as a neutral entity and put privacy as the highest priority, enabling the collection of honest and relevant information.
- ❖ We conduct our surveys and analysis with a goal of finding pragmatic solutions for your areas of growth.
- ❖ We offer a holistic approach to Diversity, Equity and Inclusion as a strategic agenda and can provide expert consulting services and tools to turn your insights into action.

Inklusiiv
for Business

Find out more: inklusiiv.com

Thank you!



@inklusiiv



@inklusiiv



@inklusiiv



@theinklusiiv

@InklusiivFI

hello@inklusiiv.com

© Inklusiiv
All rights reserved