



# LEAD BY EXAMPLE: Champion Inclusion

Your company mission, vision and human resources policies tell both employees and customers who you are and what you care about.

Will your business leverage diversity and inclusion (D&I) as part of its corporate brand? Doing so will give your company a competitive advantage as an employer, and as a top provider of goods and services within your sector.

Key ingredients for a D&I initiative include:

- ➔ A **VISION STATEMENT** that resonates with all stakeholders and is part of the corporate brand
- ➔ Senior managers showing **LEADERSHIP** through actions
- ➔ Company **POLICIES AND PROCEDURES** that reflect diversity and inclusion

## MAKE THE COMMITMENT



Incorporating diversity and inclusion into your corporate brand requires stating a commitment and making sure that all policies and procedures are consistent with these values. After stating your corporate commitment to D&I, you need to do what you say and measure results.

## CHAMPION INCLUSION & CELEBRATE SUCCESS

Once you have committed to and acted on becoming a diverse and inclusive business, tell others!

- ➔ **HIGHLIGHT** your commitment and inclusive practices on promotional materials
- ➔ **NOMINATE** individuals, employee teams, and the company for recognition by community groups and industry associations
- ➔ **SPEAK** often and openly to employees and community organizations about diversity and inclusion issues
- ➔ **CELEBRATE** your progress with staff, customers, and other stakeholders

## Key Messages

- ➔ Say what you do to be diverse and inclusive
- ➔ Do what you say
- ➔ Measure and celebrate your progress

## Did You Know ?

In a survey of top multinational companies, **97%** considered D&I a competitive advantage that helped them grow their client base and reach new consumers in emerging markets.



## RESOURCES

Canadian Institute of Diversity and Inclusion: Locking in your Leadership – Developing The Ironclad Business Case for D&I  
➔ <http://bit.ly/MdgrWt>

Best Employers for New Canadians Awards  
➔ <http://www.canadastop100.com/immigrants/>

Funded by:

Financé par :



Immigration, Refugees and Citizenship Canada

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