



Creating A DEI Friendly
Work Place to Recruit
with Confidence



Shifting The Culture



What does DEI translate to us?

- Diversity, Equity, Inclusion, Belonging (The Art of Starting Small...)
- Building relationships that directly lead to trust
- DEI needs to be handled like a business concern
- What actions have been taken?
 - Posted Black squares with empty promises
 - Companies spent over 1 billion dollars on DEI in 2020, but nothing happened
 - Businesses had to change their models in the pandemic



Who said I was being bias?

Let's get comfortable with being uncomfortable

5 BIAS PATTERNS:

- Start with addressing bias. Closing Starbucks for 4 hours to cure bias is ineffective.
Nothing you do once can fix the issues
- Prove it again-looking at privilege and class system
- Tightrope- killing the labeling of the angry black woman the sensitive Asian
- Tug of war- the fight created within the group for that one diversity spot based on past history
- Maternal wall- a mother returning to work is perceived as weak
- Racial stereotypes - Asians are technical but not leaders.







After the Video: Microaggressions in our daily lives, leading to imposter syndrome

What can you do?

- Motivate your team to be more confident and assertive. Don't label outspoken voices as being aggressive.
- Men being authoritative can be perceived as being ambitious, but a woman may be seen as angry or hot-headed.
- Listen to employees telling you about their bias. It's on you to find solutions not them.





Company Culture

AREAS TO ANALYZE:

- Stop addressing a single bias instead review the entire systemic culture
- Employee Handbooks-Create a safe culture without repercussions first.
When is the right time to discuss arbitration, NDA, etc?
- Make your personnel policies personal. Add in some humanity (someone gets diagnosed with a disease, should they first be worried about their job?)
- Looking at unwritten rules and policies

*Team needs to feel like they will be believed, supported, and protected as professionals



Company Culture

AREAS TO ANALYZE:

- “Come as you are” church saying but really there is underlying to that. As leadership look at values and how you execute them, be intentional
- View conflict resolution (How are you resolving conflict? Have a thorough process for complaints that is non bias. (third party)
- Powerful people vs Unpowerful (this often persuades HR, set clear boundaries).
- Cultivate a culture of safety: evaluate your performance and promotions, look at that data to pull out discriminatory practices.
- Make demographic and pay equity data available
- Reversing mentorship (leaders can learn as well)
- Unconscious Bias-positive bias towards alumni friends, private clubs, etc



How to hire effectively, and with purpose!



Assess your current TEAM, Get their Data!

- Data (how are we soliciting, what we're extracting, and what we're doing with it?)
- Data is quantified- when folks don't answer a question a light should go off to WHY?? (Science vs Human)

Hiring

- Reviewing applications (verbiage about lawyers, NDA, ETC) Identifying blocks-what information do you have around background checks? What is necessary?
- Include a diversity and inclusion clause in the application, create some comfort around your commitment.
- Hiring (Who is in the resume pool? How are you reviewing resumes? How do you select callbacks?)
Utilizing emails to communicate to candidtates

How to hire effectively, and with purpose!



- Stop asking for previous salaries. Allow folks to talk about compensation packages amongst the team. They're doing it anyway.
- Closing the pay gap. Pay inequities. Review this data and ensure your asking for all data. Small population info must be included. Build transparent policies to get this info consistently, close pay gaps within 18 months even if you sacrifice funds from other areas.
- Where are you hiring from? HBCU, organizations in BIPOC communities, BIPOC mainstream events, etc
- Performance evals, Career growth maps (ALL about retention)

Stop talent hoarding keeping people in the jobs they do good for you. This is when you lose your team.

View the landscape, does leadership look like your customer base? Are you comfortable with that?



DATA REVIEW

WHAT DO YOU THINK THE WINE INDUSTRY NEEDS TO DO TO ATTRACT THE BIPOC COMMUNITY?

"Educate & include the BIPOC community in its initiatives"

"Be more approachable, demystify the hiring and onboarding process, attend Job fairs, look for people with hospitality background and train them up."

"Specifically for wine production, offset the high cost of living in most wine producing regions in CA by providing competitive wages. Emphasize that promotions and career growth are attainable and expected."

"BIPOC applicants are interested - what we need is a break, to be considered for senior roles and given the opportunity."

"Access is the big key for me. It's almost like the wine industry is a paywall. ...But for people like me, having the access is everything. There shouldn't be this paywall to get us in the industry."



DATA REVIEW



ARE THERE ANY UNWRITTEN COMPANY POLICIES THAT HAVE BEEN PRESENTED THAT YOU FEEL ARE EXCLUDING YOU AT WORK?

"There is a tendency to rely heavily on the select few underrepresented groups when it comes to the promotion of diversity and inclusion. This creates an othering feeling and can isolate people from the larger work group."

"There is definitely a sense of a wine club/clique and you're either in or you're out - and if you're out, you will struggle to make it very far."

"Yes, private meetings that I am not invited to."

"All of them... they are blatantly catered toward the comfort and ideals of non BIPOC employees."

"Well right now, I work for a Black Owned company, so I'm very fortunate to not experience that any longer! But at my previous companies, absolutely! They would do 'sales only' outings and leave Account Management out."



DATA REVIEW



WHAT ARE APPROPRIATE WAYS TO CELEBRATE BIPOC HOLIDAYS AT WORK?

"Let the BIPOC run the events the way they want to celebrate & make everyone attend."

"Create awareness around BIPOC holidays. In order to celebrate you must understand it.

Educational opportunities for celebration should happen so all can be involved and understand!"

"Allow time off, allow those of color to decide what fits and works best. Create space for education and sharing traditions."

"By starting at the top. Having the executives engage with community outreach and educating themselves prior to making announcements, also offering time off for those days."

"Acknowledging these days that matter, sending out communications or daily thoughts from those who may be a part of those communities. Work with employee resource groups and their leaders to plan events."



Time for a shift, how we need to do the work

-STOP USING YOUR BIPOC EMPLOYEES AS POSTER CHILDREN. IF SOMEONE DECLINES TO BE IN YOUR PRESS ROLL OUT THEY SHOULD BE ALLOWED TOO WITH REPERCUSSIONS.

-NOT JUST A SEAT AT THE TABLE BUT A REAL VOICE AT THE TABLE, ONE THAT CAN'T BE MUTED. EDUCATE YOURSELVES, YOU'RE AWARE SO DO THE WORK

-REVIEW DATA, ENTRY/EXIT INTERVIEWS, SURVEYS, EMPLOYEE ENGAGEMENT USE THAT AS BASELINE TO CHANGE YOUR PRACTICES

-MATCH YOUR STATEMENTS TO YOUR VALUES AND YOUR ACTIONS. YOU'LL SEE WHERE THINGS AREN'T ADDING UP.

TO IMPROVE:

-LEVERAGE YOUR RESOURCES. WHATEVER YOUR DOING IN DEI GO BIGGER

-BEYOND MARKETING, WHAT ISSUES CAN YOU SUPPORT?

-UPDATE YOUR TEAM THROUGH NEWSLETTERS AND TOWN HALLS.

KEEP THE DOOR OPEN FOR OTHERS TO JOIN IN ON THE EFFORT.

BE SURE TO CONSISTENTLY REPORT OUT INFORMATION.

THIS SHOWS AUTHENTICITY





DEI approach affects employee retention/turnover

- **No Need for long strategic plans, create action now. Look to employee resource groups in larger businesses. Make this an ongoing project in your smaller businesses. Evaluate your own metrics.**
 - **CEO's must be involved in this work coordinated by HR/DEI Positions.**
- **The world is watching- customers are looking for those to take on social issues, who are**





Don't BE Performative, be Powerful

Starting small to break systemic cultures means taking apart layers of each department. Point out every way you have isolated anyone, and put a new rule in place to eliminate any discriminatory practices. Set minimal times to execute, follow up, and report out to the business. Culture shifts come from the top, data collection builds measurable change.



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