



MAKING A CASE | Diversity in the Workplace

A truly diverse organization is a reflection of its customers and its community. Here are a few ways you can support diversity in your workplace...



BECOME A VBO

A values-based organization (VBO) is a culture of values consistent among employees. Unlike the traditional structure, a VBO is a culture shaped by a clear foundation, guiding principles for decision-making, actions rather than words, and an eye on community.

START WHERE YOU ARE

You don't need vast resources! Get started by being open to both teaching and learning about diversity in your workplace. Support one another through conversation, exploring topics like pronouns, awareness of unconscious bias, protected classes, and what a sustainable DEI statement entails.

EMPLOY INCLUSIVE RECRUITING AND HIRING STRATEGY

Remote/hybrid work can enable your organization to hire more diverse staff and expand your recruiting footprint. The "New Norm" established consideration of talent outside your local city or region and offers more diverse communities to recruit from.

KEEP AN EYE ON MENTAL HEALTH

Supporting mental health initiatives can benefit your organization through increased productivity, retention, and decreased healthcare and disability costs. Make an impact by recognizing how mental health impacts your environment, exploring mental health coverage, offering flexible accommodations, and watching for signs of burnout.

GIVE EQUAL TIME TO CELEBRATION

Celebrate differences and make it known that your company stands for equality. Then take action to create support around it. Treating people fairly relating to pay, training, accommodations, and promotions shows you're committed to embracing people's differences. And a more diverse workforce promotes profit!

smartdept. is a nationwide creative, digital, and marketing talent resource with roots in Chicago, Seattle, and Grand Rapids. We are also a WBENC-certified Women's Business Enterprise. We provide companies with freelance, contract, contract-to-hire, and direct hire candidates for on-site, remote, and hybrid opportunities. Our ability to service customers of all sizes while still taking a boutique approach allows us the best chance to cultivate the successful relationships we value.

It's like Aristotle said, "the whole is greater than the sum of its parts." Though they stand together in their mission, diversity, equality, and inclusion each deliver their own very powerful message. Diversity is the practice of involving people from different social and ethnic backgrounds, of different genders, and sexual orientations. Equality demands that everyone is treated the same in status, rights, and opportunities. And inclusion is defined as providing equal access to opportunities and resources for people who might otherwise be excluded, like those with physical or mental disabilities.

Whether you've just begun the process through conversation or you've already got a sustainable plan in place, taking action proves that you understand that DEI is at the core of your products and business. A sustainable DEI strategy aligns with your overall business structure and the understanding that customer experience and inclusion are equal. Being inclusive means taking your customers' needs, goals, and motivations to heart. So become a champion of **diversity, equality, and inclusion, now.**

