



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

IAAPA.org/IAAPAE expo



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Understanding DEI

Diversity, Equity & Inclusion

Christina Jones, Dave & Buster's
Trish Ritchie, Dave & Buster's
Norman Campbell, Dave & Buster's



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DE&I DEFINITIONS

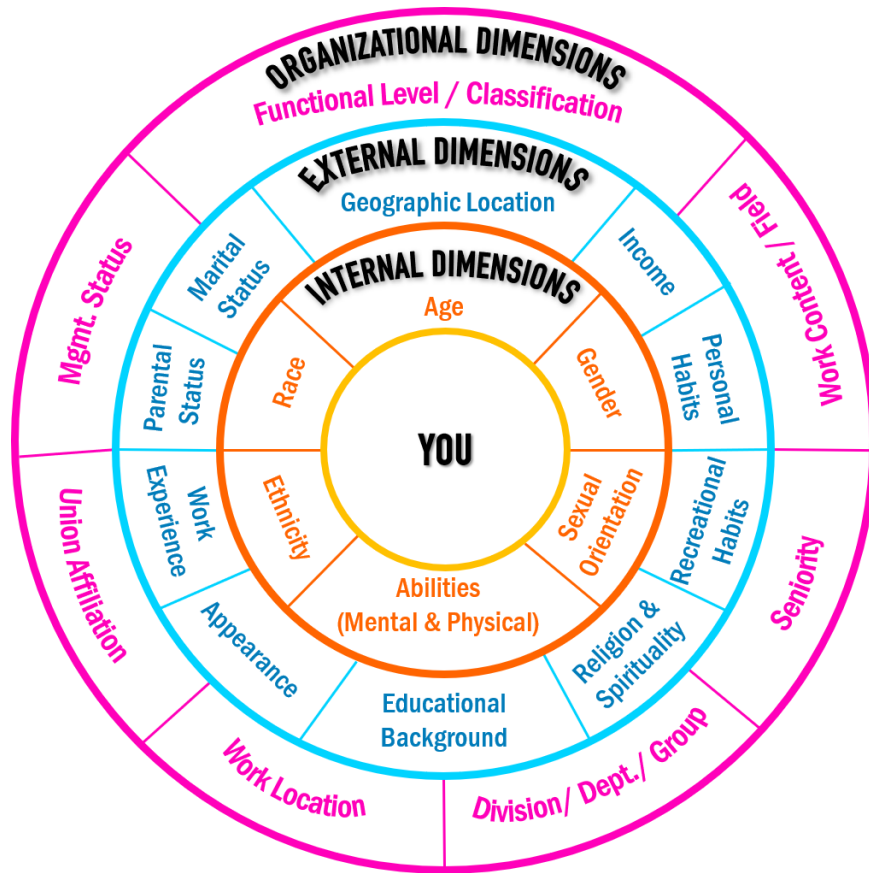
Diversity, Equity & Inclusion

DIVERISTY

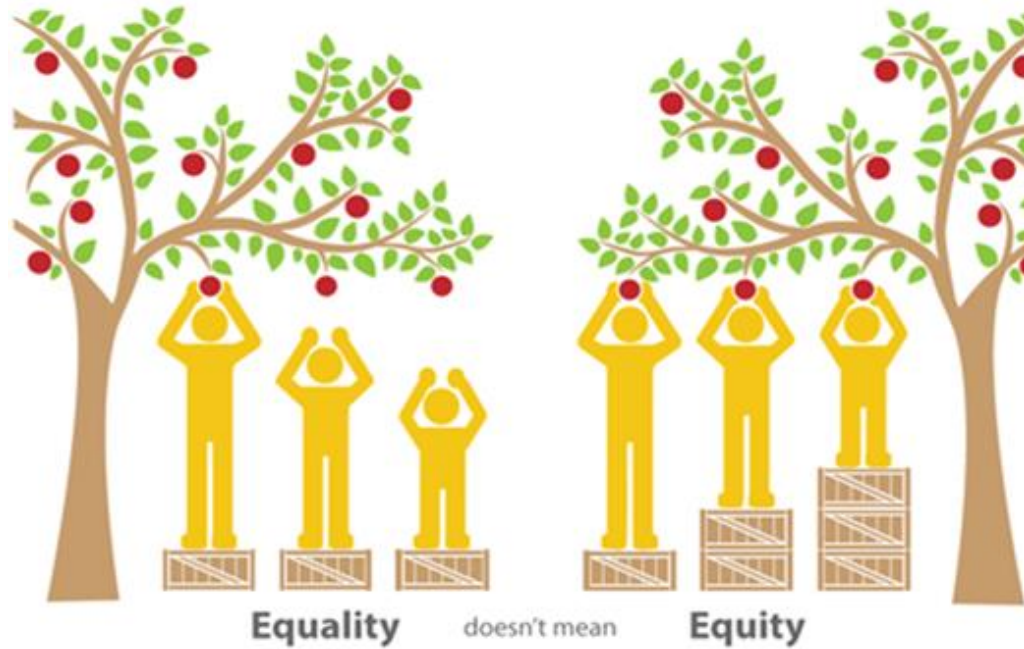


Diversity is the
similarities and
differences that exist
between people.

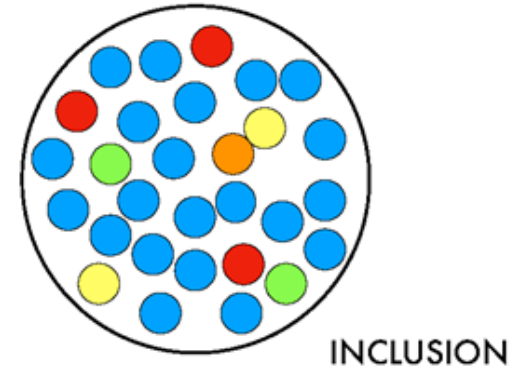
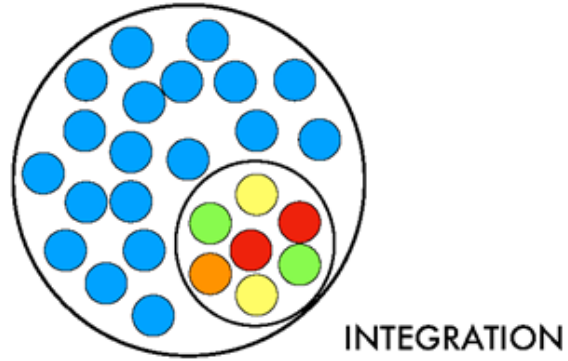
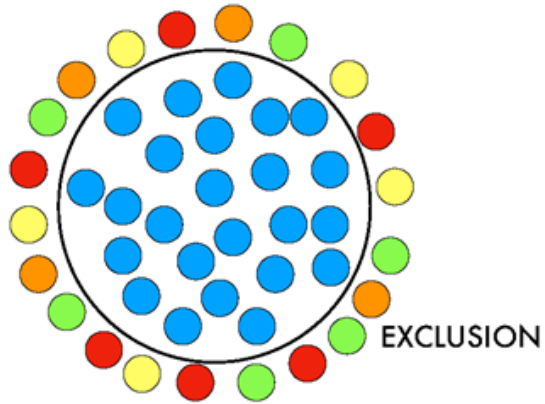
A CLOSER LOOK AT DIMENSIONS OF DIVERSITY



EQUITY



INCLUSION



BUSINESS CASE FOR DE&I

Our most
important assets
are our people

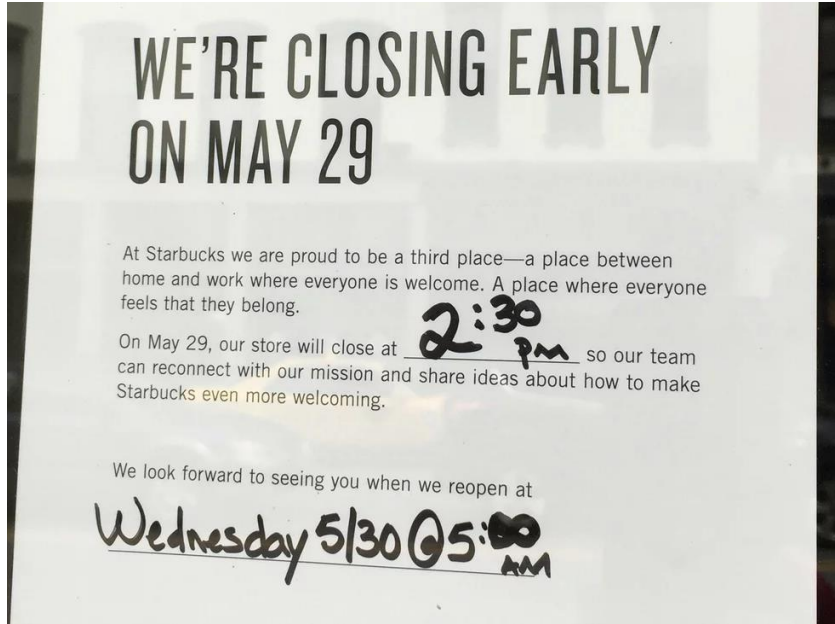
People are critical
to our business

People are diverse
and want to be
included

Diversity & Inclusion
is critical to
business success



CASE STUDY: STARBUCKS

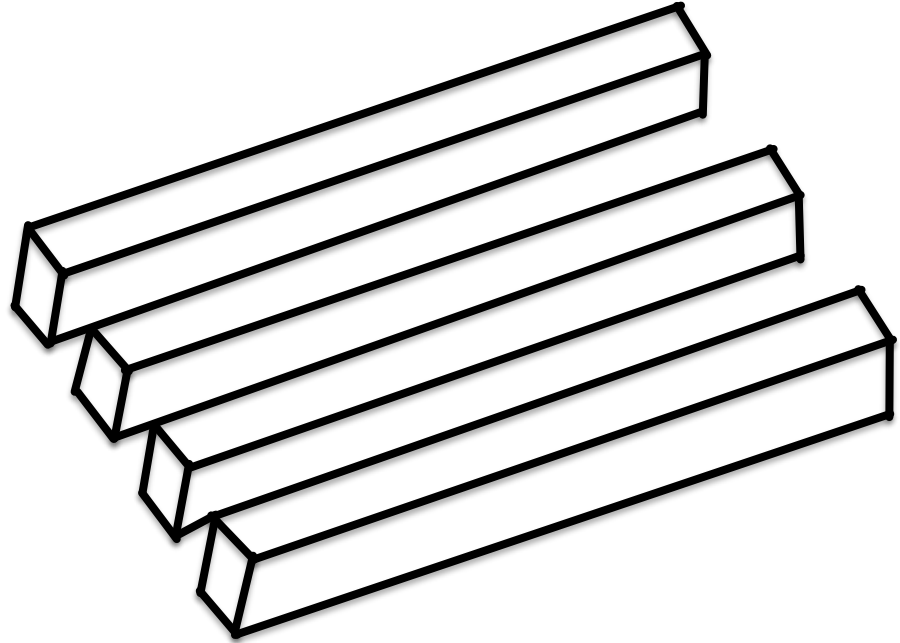
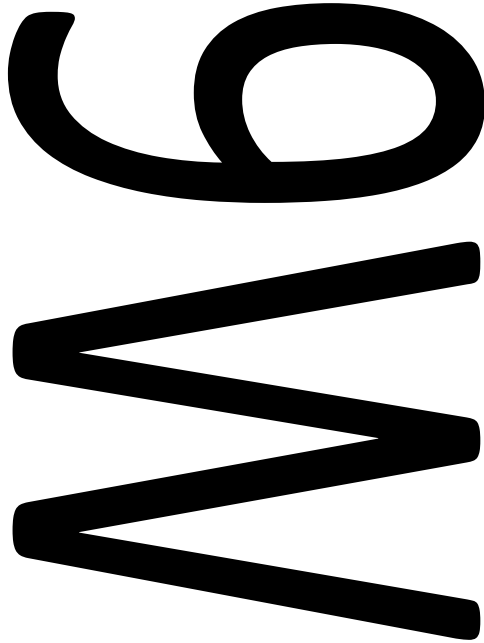


- 175,000 employees
- 8,000 stores
- 8 hours of lost revenue and hourly training cost
- What did it cost in public opinion?

OBSTACLES OF DE&I

Frames of Reference & Unconscious Bias

FRAME OF REFERENCE





UNCONSCIOUS BIAS

Automatic brain processing outside of our control, triggered by our brain making quick judgments and assessments of people, places, and situations, influenced by our background, cultural environment, and personal experiences.



WHY YOU CAN'T JUST OUTLAW BIAS

- Automatic brain short cuts that can't be turned off
- Our brain is built to fill in the blanks
- Cognitive shortcuts result in prejudgments and assumptions

UNCONSCIOUS BIAS AT WORK

- Recruiting & Hiring
- Training & Development Opportunities
- Performance Management
- Promotions & Merit Achievements
- Leadership Teams





**HUMANS
ARE
NOT
BORN
WITH
BIAS.**

**WE ARE
TAUGHT.**



**DIVERSITY
IS A
FACT**



**INCLUSION
IS A
CHOICE**

COMPLIANCE VS CHOICE

Workplace diversity should be viewed as a culture of open communication, trust, and inclusiveness aimed at building a better, more competitive organization.

COMPLIANCE

	Equal Employment Opportunity	Affirmative Action
Issue Type:	Business Issue	Business Issue
Mandate:	Federal Government – Title VII of Civil Rights Act of 1964	Executive Order 11246 – Federal
Purpose:	Ensure equal employment opportunities for all	Ensure long-term planning in areas of recruitment and goal setting with the focus on mirroring the community
Basis:	History of discrimination	History of discrimination
Desired Outcome:	Free workplace of discrimination and provide equal employment opportunity for all	Right past discrimination in hiring and promotions

CHOICE

Diversity and Inclusion
Business Opportunity
Business decision – No governmental requirements
Create an environment where all Team Members can contribute fully
Desire and need to grow business and stay competitive
Tie people strategy to business strategy that all Team Members have the opportunity to compete and contribute fully

KEY STRATEGIES

YOU are the Change Agent



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TEACH THEM HOW TO TREAT OTHERS

**TREAT OTHERS AS
THEY WANT TO BE
TREATED BY YOU**

INCLUSION STARTS WITH I

#INCLUSIONSTARTSWITHI



Changing the **Workplace.** Changing the **World.**

The Diversity + Inclusion Movement

61

President John F. Kennedy signs an executive order establishing affirmative action requirements for government contractors.



72

The Supreme Court gives EEOC the authority to sue for discrimination. Companies provide affirmative action training to prevent litigation.

91

63% of major firms offer diversity training, according to a 1992 study published by the Conference Board.

93

The Family and Medical Leave Act gives parents the right to 12 weeks of unpaid leave to care for a new child.



13

Footage of police shootings of unarmed black people gives rise to Black Lives Matter. Leaders from several high-profile companies express support.

BLACK LIVES MATTER

09

The Lilly Ledbetter Fair Pay Act strengthens protections against pay discrimination.

16

CEO activism rises. More than 90 executives speak out against North Carolina's anti-LGBT law.

18

Board diversity grows. 145 Fortune 500 companies have at least 40 percent diversity on their boards, up from 69 in 2012.



1960s

1970s

1980s

1990s

2000s

2010s

The Civil Rights Act makes it illegal for employers to discriminate on the basis of race, sex, religion, or national origin and establishes the U.S. Equal Employment Opportunity Commission (EEOC).

64



Black employees at Xerox have formed seven independent caucus groups since the late 1960s. These are the first ERGs.

74

87

Workforce 2000, a landmark study by the Hudson Institute, predicts a changing workforce that will be older, more female, multicultural, and racially diverse.

Americans with Disabilities Act is signed into law.

90



00

The Chief Diversity Officer rises.

09

Ursula Burns, an executive who began her career in engineering, is named the first black female CEO of a Fortune 500 Company.



13

Markets are becoming more diverse. A growing body of research has revealed the business imperative for D&I and the high cost of bias.



Journalists expose sexual abuse and assault in the highest places, setting off a global movement. Within a year, more than 200 executives lose their jobs due to accusations of sexual misconduct.

17

Fortune 500 CEOs include 33 women (the most in history), but just three African-American men, and zero Latinas. We have much more work to do.

19



See CTI's role in the D&I movement on the other side.

PHOTOS: 1962, ALABAMA DEPARTMENT OF ARCHIVES AND HISTORY; DONATED BY ALABAMA MEDIA GROUP; PHOTO BY NORMAN DEAN OR LOU (SAACSON, BIRMINGHAM NEWS, 2009, COURTESY URSULA BURNS)

