CORPORATE COLLEGE
A DIVISION OF CUYAHOGA COMMUNITY COLLEGE
Cuyahoga Community College
This is the place for success.

Walking the talk
How to ensure inclusion is part of a culture of diversity

D iversity and inclusion should matter to businesses for many reasons, but among them is the tangible impact they can have on a company's bottom line. A McKinsey study shows that the bottom line of more gender diverse companies outperformed others by an average of 21 percent, according to Rafaela Reyes of Corporate College®, a division of Cuyahoga Community College. The difference was even greater for ethnically diverse companies, which outperformed others by about 33 percent.

But better performance is not just about diversity in the workforce. It's also about how that diverse workforce is included in decision-making processes where their perspectives are heard and considered.

Inclusion is a vital part of creating an environment where employees are welcomed, respected, supported and valued. They need to feel that they can contribute to their full potential. This creates a sense of organizational trust, leading to greater sense of belonging, increased engagement and contribution to positively impact performance.

"Diversity is about representation," Reyes says. "Inclusion is about the empowerment and the involvement. That's where the impact on the bottom line happens."

Culture change
So how do we realize performance improvement? Successful initiatives grow from culture — and improving culture to realize improved performance takes work. It means casting a critical eye toward the organization and its mission and vision, as well as how employees behave and work together on a day-to-day basis. Finding a solution often means bringing in an outside agency for assessment. That's where Corporate College can help.

Working with Corporate College on organizational diversity and inclusion efforts can begin with a diversity and inclusion climate assessment, with the objective of quantifying attitudes of employees, along with beliefs and experiences related to diversity and inclusion. Presented findings create a holistic picture, providing data on where an organization stands and a sense of where it needs to go.

Corporate College also conducts cultural audits, assessing organizational programs and practices that contribute to, or potentially hinder, inclusion, diversity and cultural awareness. It explores recruitment, onboarding, incentives, purchasing and marketing practices to understand deeply rooted norms, values in action, and drivers of behavior and existing characteristics.

Presented findings and recommendations are shared and connected to the objectives of: human capital; procurement; customer interactions and expansion; marketing and branding. This leads to the creation of a strategic plan to get the organization on the desired path.

Lead by example
Cuyahoga Community College has been engaged in diversity and inclusion work for years, allowing it to serve as a neutral common ground for organizations beginning their own examinations.

"Diversity and inclusion is embedded in the College's culture," Reyes says. "We have that experience and take those learnings and evidence-based practices to organizations who are looking to increase

their performance and build a stronger, more loyal workforce."

To accomplish that, Corporate College works to understand an organization's current situation, needs and goals.

"We offer a consultative approach toward understanding where an organization is at in terms of diversity and inclusion and what their unique needs and aspirations are," Reyes says. "Once that is done, we look at their available resources and point of readiness to develop a customized solution to meet their needs."

While most training programs are designed for homogeneous environments, Corporate College diversity and inclusion courses offer unique learning experiences that enhance emotional intelligence, minimizing bias and behaviors that can be barriers towards the inclusion and equity of others. Corporate College trainings show organizational leaders how to embody the changes they're seeking. It helps employees see, from the top down, how inclusive practices connect with the work they do every day.

Inclusive leaders are deliberate in how they engage team members, especially those who may have been overlooked. They invite and leverage the unique talents, viewpoints, work styles and creative ideas of each. The leaders take on the hard work of further developing their emotional intelligence, self-awareness and social awareness to understand their impact on others. They are tuned into possible areas of hidden bias and leverage curiosity to seek input, to learn.

Corporate College works with every type of client, bringing in a local, national and international expert talent bench with industry experience in a variety of sectors, including: government, business, manufacturing, nonprofit, education, and health care.

"We're able to match our deep talent bench to facilitate, coach and consult based on different industries and needs," Reyes says.

Organizational diversity and inclusion is a journey, it's a comprehensive culture-shaping strategy connected to every facet of the talent life cycle. It will positively impact employee engagement, improve the brand experience and boost organizational performance. Contact Corporate College today to begin or accelerate your organization's journey to enhance your organization's culture and performance.

Key Training Categories

Organizational Development
- Diversity and Inclusion
- Change Management
- Leadership Development
- Sales and Customer Service
- Team Building

Quality and Business Process Improvement
- ASQ
- ISO
- Lean Six Sigma
- Project Management/Agile
- Safety and Environmental Compliance

Health Care
- Diagnostic
- Direct Patient Care
- Human Patient Simulation Lab
- Medical Coding
- Nursing
- Patient Access Specialist
- State Tested Nurse Assistant
- Support Care

Information Technology
- Business Application Software
- Computer Networking
- Cybersecurity
- Digital Marketing
- Software Development

Manufacturing
- Apprenticeships
- Computer Numerical Control
- Industrial Maintenance
- Mechatronics
- Welding

Virtual Professional Services and Consulting
- Instructional Design
- ISO Audits
- Lean/Lean Six Sigma Project Coaching
- Manager/Executive and Sales Coaching
- Virtual Classroom Development

To find out more about Diversity and Inclusion training programs, visit **corporatecollege.com/diversity**.

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