The Inclusion Habit® – Overview

The Inclusion Habit is a mobile-friendly, evidence-based solution that focuses on changing behaviors and habits via MicroCommitments and Reflective Stories.

**Expand Your Comfort Zone**
Interacting with colleagues socially takes you beyond superficial discussions. It will enhance your understanding of their ideas and perspectives. Not only will this new connection improve your working relationship, but you might even make a new friend.

Invite a colleague you wouldn’t normally ask to have coffee or tea. As you are finding out what your colleague finds important remember to share what you truly care about.

I commit

**Notice Commonalities**
No matter how different we seem, remember that as human beings there is significant overlap in our hopes, desires, dreams and fears. In fact, we all believe we have the basic rights of health, justice, education, safety and love and belonging.

Challenge yourself to identify what you have in common with those with whom you interact today. Asking open ended questions will help you find similarities.

I commit

**The Halo Effect**
The halo effect is when our overall impression of a person influences how we think about that person’s character. For example, we determine overall the person is “nice” and then conclude that she is also “smart”.

Pay attention when you encounter someone new today. Do you conclude specific information from your overall impression? Think critically about whether the specific conclusions are warranted.

I commit
The Inclusion Habit® – Habit Building Phases

- **Inclusion Matters**
  Instill a belief the new habit has benefit.

- **Transform Mindset**
  Redirect defensive effort to positive change.

- **Change Intuition**
  Reprogram systematic errors/overwrite biases.

- **Recognize Bias**
  Provide tools to identify and measure bias.

- **Think Slowly**
  Practice aligning actions with values & intentions.

- **Enhance Empathy**
  Hone inclusivity of unseen diversity.
The Inclusion Habit® – Pilot Engagement

**Organization Alignment**
- **Desire**
  - One hour meeting with organization leadership
  - Assess organization DEI status and priorities
  - Discuss best practices and organizational approach

**Mindset Shift**
- **Inspiration**
  - 20-minute DEI workshop
    - Appreciate importance of individual change
    - Learn basics of behavior change science
    - Understand best practices and implementation of DEI goals
  - Onboard participants to The Inclusion Habit® daily curriculum

**Habit Formation**
- **Behavior**
  - Participants engage in The Inclusion Habit®
    - Daily 2-5 minute actions
    - Workdays for 3 months
  - Leadership encourages behavior change
    - Send encouragement emails
    - Send progress report emails

**Assessment**
- **Impact**
  - One hour meeting at midpoint to share progress with leadership
  - One hour meeting at end to share outcomes with leadership
  - Final report to leadership measuring impact and identifying strategies to sustain impact
The Inclusion Habit® – Continued Engagement

- Inclusion Matters
- Recognize Bias
- Transform Mindset
- Think Slowly
- Change Intuition
- Enhance Empathy

Each habit building phase can be a stand-alone two-month engagement.

Each habit building phase can have multiple levels providing more habit formation and enhanced customization.
The Inclusion Habit® – Case Study

A Fortune 100 financial services firm employed The Inclusion Habit® to support their Diversity, Equity, Inclusion and Belonging initiatives.

These are their engagement metrics…

Engagement Metrics

- 77% Enrollment
- 2 Months
- 1,246 Commitments to MicroActions
- 92% MicroAction Completion Rate
- 159 Reflective Stories by 35 Storytellers
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"As the name suggests this exercise definitely becomes a “Habit”, I look forward to reading the day’s habit as soon as it pops-up. There are many interesting stories and experiences that people share on the storyboard which are both enlightening and thought provoking."

- Associate, Services Technology

Inclusion Analysis

- 90% Reported More Inclusive Behavior
- 46% Indicate Changes in Interactions
- 14% Indicate Changes in Perceptions
- 35% Described Improved Mindfulness/Reflection
- 27% Described Greater Sense of Community
- 24% Reported Enhanced Connection

*Based on participant surveys and shared stories which were qualitatively coded to measure impact of the actions.© The Inclusion Habit LLC
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Example Commitments by Phase

Inclusion Matters

Diversity Makes a Difference

Diverse companies have 19% higher innovation revenue, outperform other companies by 46-58%, and generate 34% greater returns to shareholders. These statistics are in a blog posted here: https://blog.bonus.ly/diversity-inclusion-statistics.

Take a look and share with a colleague to grow their knowledge of diversity issues and increase your likelihood of remembering the information yourself.

I commit
Example Commitments by Phase

Recognize Biases

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Transform Mindset

Learn from Your Mistakes

Recall the last time you made the mistake of doing or saying something insensitive. Fight your mind’s natural tendency toward defending the mistake and divert your energy to exploring ways you could have avoided it.

Identify three things you could have done to avoid your mistake. Write them down (because if you write things down you retain them) so you do not make a repeat performance.

I commit
Example Commitments by Phase

Think Slowly

Notice Microaggressions

Single microaggressions often go unnoticed because they are small. But because they are pervasive their effects add up quickly and can take a toll on those who are on the receiving end.

Make note of who interrupts who in your meetings today. Notice who is doing the interrupting and who is being interrupted. Are one-down group members more likely to do the interrupting or be cut off?

I commit

© The Inclusion Habit LLC
Example Commitments by Phase

Change Intuition

Seek Out Difference

In most facets of our lives we surround ourselves with people who are like us—our family members, our friends, our neighbors. Research shows that exposure to people different than you is the most effective way to enhance empathy and make you act more inclusively.

Today, find someone to follow on social media that is different from you in several ways.

I commit
Example Commitments by Phase

Enhance Empathy

Take Another Perspective

Over a billion people, roughly 15% of the world’s population, are currently living with a disability, and rates of disability are rising. Worldwide, this is one of the most marginalized groups of people.

As you go to work today, take the handicapped accessible route. That’s right, no steps and no doors that don’t automatically open. Notice it if takes more time and energy to get to your desk.

I commit
Invitations
Did you do it? – Do you know when you are thinking fast?
Purpose Built Quizzes

Brief Quiz

Take this 2 minute quiz for a quick snapshot of your current habits so you can track your progress later.

“Self-reflection is the school of wisdom.”
- Baltasar Gracia

Next  Maybe Later
Users
Multiple experiences still result in better DEI across groups and company

Neutral
Sal

Engaged
Tamika

Unengaged
Imani

Program Journey

Measure 1
Engagement
Intervention 1

Measure 2
Inclusion
Intervention 2

Launch

Identified as DEI champion

Turned off by initiative

Sees Slack group & leader board

Participates in group initiative

Outcome 1
Behavior change

Outcome 2
Learning

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