

Session SU118
Delivering Effective Strategic Diversity Education

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Inclusion Strategies

How Diverse Organizations Thrive!

Session Learning Objectives:

1. Justify the ROI for providing diversity education to organizational leaders.
2. Develop an effective strategy for delivering diversity education to management level employees.
3. Apply techniques and delivery methods to design diversity and inclusion educational programs.

Inclusion Strategies Mission: Inclusion Strategies helps organizations realize their full potential by developing strategies that transform work environments from diverse to truly inclusive, resulting in increased engagement, more brilliant innovations, and greater market share.

Wendy Willow Wark Bio

Over twenty years ago Wendy became an agent of change while in ‘the trenches’ investigating complaints of discrimination and harassment, writing affirmative action plans and providing transformational education on the value of inclusion for everyone. Her breadth of experience across corporate, governmental, non-profit and academic arenas has given Wendy great insight into the universal conditions of organizational culture. A person of mixed heritage, Wendy has long considered herself to be a spy in the house of racism and is committed to advancing the value of *all* people in the workplace and everywhere.

“Wendy is a very committed professional who goes far and above the normal expectations of her roles as a leader and facilitator. She leads by example and her passion for her profession is deeply sincere and genuine.”
~Steve Newhouse, V.P. Human Resources, FedEx National LTL

Wendy created and implemented several successful diversity and inclusion strategic plans tied to realistic timelines and accountability for every organizational member, regardless of title or level for FedEx Freight as Diversity Manager and as the New York City Department of Transportation’s EEO Director. She developed solid business models for strategic diversity management and created action plans for recruiting, retaining and engaging a diverse workforce at these organizations. Wendy also developed strategies for attaining consensus between the government and both the public and New York City’s many special interest organizations, while Program Director at the NYC Commission on the Status of Women (CSW). Also while at the CSW, Wendy established *Girlspeak*, a self-esteem initiative for teen-aged girls, which was adopted by CSWs nationwide in 1995. She also was a strategic partner on public hearings domestic violence prevention initiative at no cost to tax payers and the editor of a subsequent report to Mayor Rudolph Giuliani on recommendations for the implementation of a zero tolerance domestic violence policy.

Wendy has extensive experience as a public speaker on the importance of inclusion. She has organized many seminars throughout her career and published a range of printed materials. As New York City’s liaison to the United Nation’s Commission on the Status of Women for the Fourth World Conference on Women, Wendy maintained communication with 180 public interest groups, many governmental agencies, and the media. She has developed and edited several internal newsletters, brochures, and computer-based communication campaigns over the years.

One of the most effective strategies for advancing inclusion is education. Wendy designed, developed, delivered and assessed education on diversity related subjects for thousands of people as a Lecturer at New York University’s Robert F. Wagner Graduate School of Public Service, for FedEx Freight, The New York City Department of Transportation, and The New York City Commission on the Status of Women, including the development of workshops for the United Nation’s Fourth World Conference on Women in Beijing. Wendy developed a strategic planning workshop for the board members of the U.S. Green Building Council, Northern California Chapter.

A sample of training topics include: The Americans with Disabilities Act, Sexual Harassment Prevention (For Executives, Managers, All Employees, Sexual Harassment Prevention Video for Uniformed Employees), Train-the-trainer for EEO Counselors, Sexual Harassment Prevention for Women Managers, Affirmative Action, Public Administration, Leading Diversity Management (for Officers, Directors and Managers), Diversity Council Expectations, Team Building, Communication & Presentation Skills.

Wendy has built internal support for organizational inclusion by educating and managing volunteer EEO Counselors, affinity group members and diversity council members. These employees have come from throughout the ranks of their organizations and represent a wide range of experiences and interests.

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Session Description

Most organizations want to attract and retain women and people of color, and to maintain a leadership position by keeping customers who see themselves reflected within the organization. Attaining those objectives would not be possible without the implicit and informed support of leadership. In order to lend that support, leaders must receive education designed to help them understand

- their responsibilities regarding diversity and inclusion management
- how developing and maintaining a diverse and inclusive environment supports the organization's mission and maintains and increases market share
- how increasing cultural competency makes a more effective leader
- how succession planning must include those who do not necessarily look or think like the current leadership.

In this session, you will learn how to provide effective, interactive diversity and inclusion education to leaders of all types of organizations.

Delivering Effective Strategic Diversity Education

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- Assess what, if any diversity education has been previously conducted at the organization, who participated, if participation was mandatory, and what follow-up, if any occurred.
- Determine the effectiveness of the education. This may require that an anonymous survey be conducted by an external resource.
- Assess cultural competency and inclusion level of organization. This requires several methods including interviews, surveys, focus groups and a review any diversity and inclusion related communication materials that have been distributed.
- Assess what diversity related challenges the organization has faced historically.
- Design a diversity and inclusion educational program specifically geared toward the members of the organization. The sessions should be targeted to each title-level of the organization and conducted in small groups, usually not larger than 24 to encourage interaction.
- Avoid having subordinates in the same session as their supervisors.
- Incorporate industry or field vocabulary and examples. If there is no one within the organization with specific experience in the field of diversity / inclusion, bring in a subject matter expert to assure the credibility and integrity of the program.
- Communication regarding the education should come from the head of the organization making clear that this endeavor is support from the top.
- Employ interactive learning tools, avoid lecturing.
- Ask, ask, ask! Let your participants provide examples of particular challenges they have faced in the area of diversity and encourage an open discourse by establishing confidentiality in the learning contract as well as a respect for everyone's position or perspective.
- Provide a confidential evaluation process. Use an outside survey resource, if needed.
- Follow-up within two weeks of session to reinforce concepts and learning objectives.
- Follow-up within a year to assess impact of education. Including current cultural competency and inclusion levels and what if any, diversity challenges remain.