

# Creating a Workplace for Everyone



## SOLUTION OVERVIEW

# Courageous Inclusion™

### A framework for creating a more inclusive environment

Creating a diverse and inclusive workforce can foster higher employee engagement, increase creativity, and attract new talent, customers, and investors. But many organizations that have decided to make progress in their DEI efforts face unexpected challenges.

These efforts often increase awareness for diversity and inclusion issues and build empathy among those in privilege, but they don't yield measurable improvements. Even people who are more aware of DEI gaps and their own unconscious biases struggle to make visible progress with creating more diverse and inclusive environments.

Blanchard understands how important it is to provide your people with a way to confidently and safely speak out and raise DEI issues to create a fairer and more inclusive workplace. We know that building awareness and familiarizing people with DEI terminology isn't enough to enable lasting change.

That's why we created Courageous Inclusion™ based on diversity and inclusion expert Jennifer Brown's proven developmental continuum. Courageous Inclusion teaches people a mindset that promotes diversity and inclusion, as well as a process to become more knowledgeable and active proponents of inclusion in their workplace.

This road-map approach is what makes Courageous Inclusion uniquely powerful for increasing inclusivity in your culture and creating a workplace where everyone feels they belong.

### A Culture of Courageous Inclusion Creates:



Improved employee belonging and engagement



Increased team effectiveness and creativity



Better retention and attraction of top talent



Improved organizational health and vitality

## Courageous Inclusion™ Model



### Target Learners

Anyone who wants to become more knowledgeable and active proponents of inclusion in their workplace

Individuals, teams, managers, executive leaders

## A PROVEN PATH TO DEVELOP COURAGEOUS INCLUSION

Implement Courageous Inclusion in your organization as an online experience or as part of a learning journey design. The learning experiences include engaging participant materials, videos, and activities that teach participants the following key concepts:

Mindset that promotes diversity and inclusion

- **Challenge Your Perspectives**—Examine your own assumptions, biases, and privilege
- **Embrace Differences**—Be curious and respectful about diverse experiences
- **Value Fairness for All**—Prioritize justice and equity for yourself and others

Process to help people become more knowledgeable and active proponents of inclusion in their workplace

**Stage 1: Unaware**—Little to no knowledge or interest about the specific inclusion issue

**Stage 2: Aware**—Some knowledge and growing concern about a specific inclusion issue

**Stage 3: Active**—Moderative knowledge and willingness to speak out about a specific inclusion issue

**Stage 4: Advocate**—Extensive knowledge and consistent activism about a specific inclusion issue

Courageous Inclusion participants will understand the benefits of inclusion for themselves, their coworkers, and their organization overall. They will also know how to create a personal action plan to advance their stage for at least one aspect of diversity, equity, and inclusion.

Launch Courageous Inclusion in your organization and give your people the confidence and skills they need to create an inclusive, welcoming work environment that encourages people to bring their whole selves to work.