

Top 10 Tips for Communicating a Diverse & Inclusive Culture

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The best diversity, inclusion and belonging content features employee stories as proof.

The most effective diversity, inclusion and belonging content features real employee stories. These stories prove what your company has done to make work experiences better.

Most companies have pledged their commitment to D&I. But, employee stories back up these commitments by showing your progress against goals. And, they are the proof of your efforts to improve the world of work, better than any well crafted corporate statement.

Across 250 career sites from the Fortune 500, the words “inclusive and diverse culture” appeared 20 percent of the time. But if you’re not using stories from employees to validate that your inclusion efforts work, they’re just words. Showing *specifically* what your organization does to encourage and welcome different perspectives is a missed opportunity.



Candidates trust a company's employees' words 3 x more than other company statements when looking for credible information on what it's like to work at that company. Edelman

Candidates will only believe in a culture of inclusivity and a company's value of diversity when they hear stories from team members who are currently experiencing the culture.

These stories are not only important to attracting candidates, they're also essential to communicating with and retaining your employees. According to a study by Deloitte, 80 percent of millennial employees will leave within two years if they don't think you're doing enough to create an inclusive and diverse environment.

This guide will show you how to capture and amplify your team members' perspectives and stories, and create the proof of your D&I pledges and promises that talent audiences are seeking.



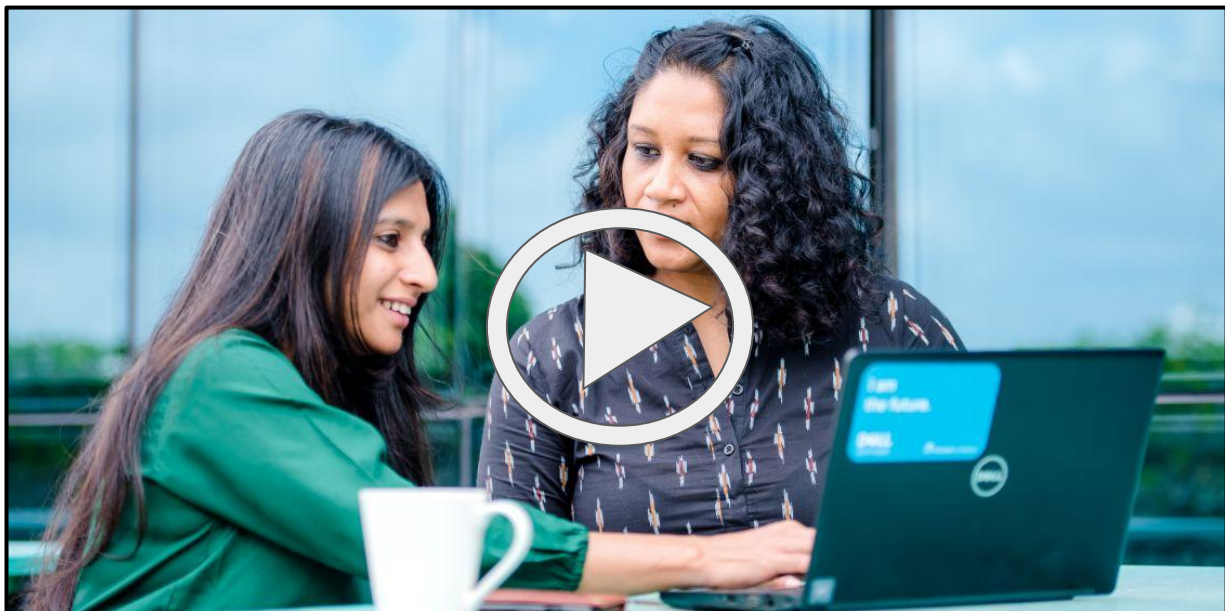
TIP #1: BE HONEST & SHOW PLANS

It's essential to be honest about where you are in your D&I journey. But, even if you've just started, candidates need to know you're serious about creating an inclusive workplace.

Employee stories are important here. We recommend talking about your plans and progress, featuring stories from people who are either leading or benefitting from the changes in your organization.

Example: Commitment to Hiring Women at Dell Technologies

Dell Technologies has committed that by 2030 women will make up 50 percent of their workforce and 40 percent of their leadership worldwide. By creating content around this commitment, they show candidates their actions to increase inclusion.



TIP #2: SHOW YOUR CULTURE'S UNIQUE BRAND OF INCLUSION

Often our first moments on a team set the tone for the rest of our employee experience. Stories of these moments directly connect with employees considering the company, and they can also communicate an overall culture of belonging.

Example: Warm Welcome at Interactions

Shanerical shares a story of how she felt welcome as a new employee. This personal story is powerful proof that Interactions is a warm and welcoming place to work.



TIP #3: BRING MULTIPLE VOICES TOGETHER

Inclusion and belonging in the workplace have long been linked with stronger levels of innovation, satisfaction, and overall business success. Feature a collection of highly personal stories from thriving team members that together compel candidates to imagine themselves working there.

Example: The People Behind the Inspired Work at BAE Systems

By featuring the personal passions of their team members, BAE Systems shows how they celebrate the whole person (and why candidates should expect the same experience, too).



TIP #4: GO DEEP WITH STANDALONE STORIES

Single storyteller content gives more room to employees' personal stories and experiences. As a result, candidates can relate to the storyteller, and build strong connections to the company culture.

Example: Bringing Your Full, Authentic Self to Work at AstraZeneca

AstraZeneca's Head of US Inclusion and Diversity, EJ Henry, shares how he has been able to be vulnerable in the workplace and to bring his whole self to work.



TIP #5: EXPLORE GENDER INCLUSION

Tell female candidates exactly how your culture supports women, and discuss the problems that women face at work. Uncover stories and create content about how your organization successfully addresses culture issues that plague a lot of other workplaces.

Example: Women in Engineering at Expedia Group

Expedia Group brought together stories from women engineers that show it's a culture where they are supported. Although historically women in tech have endured problematic cultures, these stories reveal a positive place where their gender is valued as an advantage.



TIP #6: ADDRESS RACIAL DIVERSITY

Companies often produce D&I videos, blogs and other content for candidates that does not directly address the subject of racial diversity head-on.

However, when employees share their own experiences as BIPOC community members and team members, they're powerful proof. These stories enrich and authenticate a company's stated values of diversity, inclusion and anti-racism.

Example: Jan of Pfizer's Story

Here, Pfizer team member Jan shares about her history and how she experiences diversity, inclusion and belonging at work.



TIP #7: TAKE ON INTERSECTIONALITY

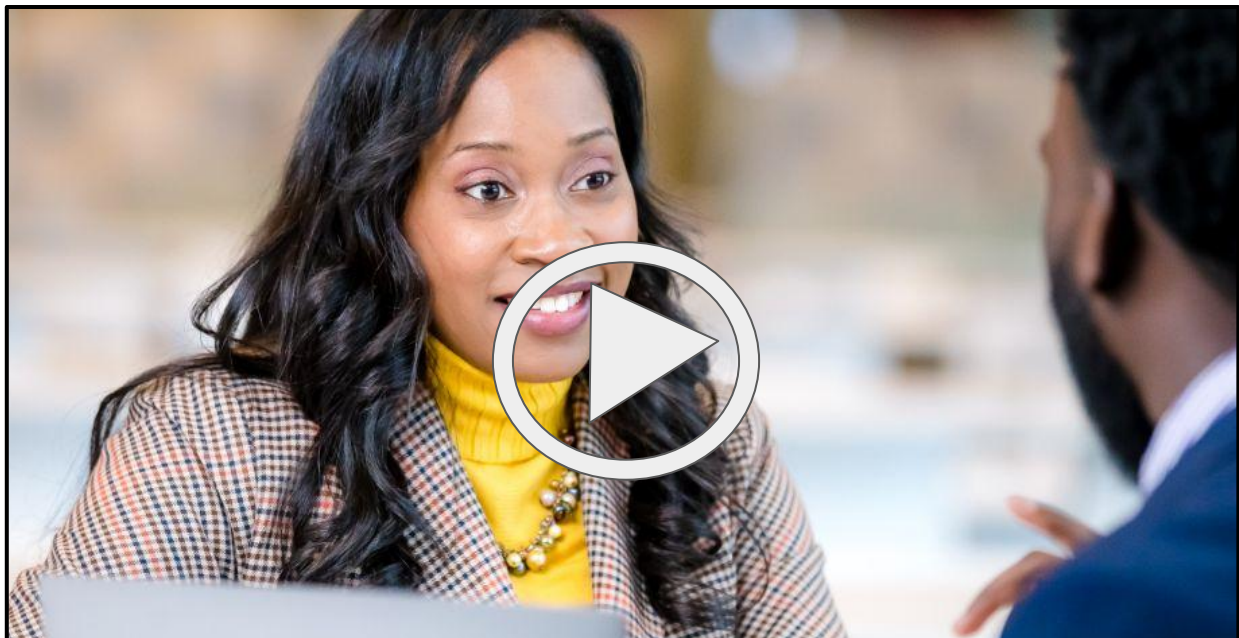


Intersectionality – how race, gender, sexual orientation, and other characteristics intersect with one another and overlap for individuals and how they experience the world – should also inform your culture content.

Candidates who are members of multiple underrepresented groups will be looking for information that shows whether your culture is right for them, and if their various identifications will be supported.

Example: Tiffany at Dell Technologies

This storyteller shares her employee experience and perspective on her workplace culture as it relates to her identity as a Black woman, and her whole person.



TIP #8: CELEBRATE PRIDE

Communicate inclusion to LGBTQIA+ candidates by capturing stories of employees sharing how they've experienced Pride, belonging and allyship at work.

By sharing the stories of underrepresented LGBTQIA+ team members, you honor their stories and amplify their voices. And, candidates can identify workplaces that have cultures that have the values of inclusion and allyship that they're looking for.

Example: Pride at First Solar

These stories from First Solar employees communicate exactly how company allyship and support have powerfully, positively impacted them.



TIP #9: SHOW INCLUSION FOR DIFFERENTLY-ABLED TEAM MEMBERS

Show differently-abled candidates how all abilities are valued and differences are supported. The best way to do this is to capture stories from employees with disabilities – visible and invisible – detailing how they experience the culture.

Invite these team members to share stories of how they have been included and embraced for their differences, and provided with the opportunities for growth and success.

Example: Joanna's Story at BAE Systems, Inc.

Joanna, a woman with deafness, passionately shares what BAE Systems did for her that no other company had before.




TIP 10: HIGHLIGHT POLICIES THAT BENEFIT A DIVERSE WORKFORCE

Many companies are overhauling discriminatory systems in favor of policies that support the range of needs within a diverse workforce. Stories from employees of exactly how these policies are benefitting them are powerful proofs of culture.

Example: Flexibility for Women at Dell Technologies

Dell Technologies has many policies in place to support work-life balance. In this compilation video, four women share how flexible hours, working virtually, generous leave policies, and more have enhanced their careers and personal lives.





Create content that shows diversity, inclusion and belonging from employees' perspectives.

Diversity, inclusion and belonging are top of mind for candidates as they evaluate your workplace. Employees also need to hear what you're doing in this area. From diversity in backgrounds and ethnicities to diversity in thought, skills and practices, stories celebrate what makes team members different and unique.

Take your D&I content beyond broad statements and boilerplate. Find and share the stories that prove your inclusive culture and show your commitments to diversity.

And, if you'd like assistance in uncovering your team member stories and developing compelling D&I content, [let us know!](#)

ABOUT STORIES INC.

Stories Inc. is an employer branding and recruitment marketing agency and content studio. Since 2012, Stories Inc. has been uncovering powerful stories of employee experiences, and bringing those stories to life through engaging content.

Stories Inc.'s expert team members capture employee stories that show what is unique about an organization's culture, and connect those stories to brand messaging, corporate values and purpose. Using a variety of digital media, Stories Inc. delivers content libraries full of engaging pieces, optimized for all candidate and employee-facing channels.

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