

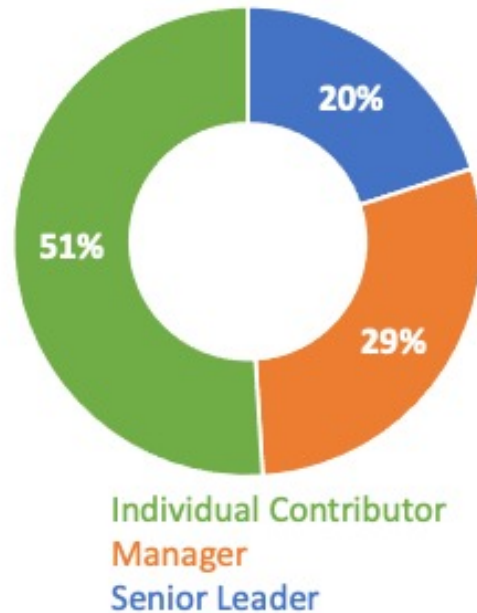


2021

Meta Data Trends Report

2021 Everyday Inclusion Client Demographics

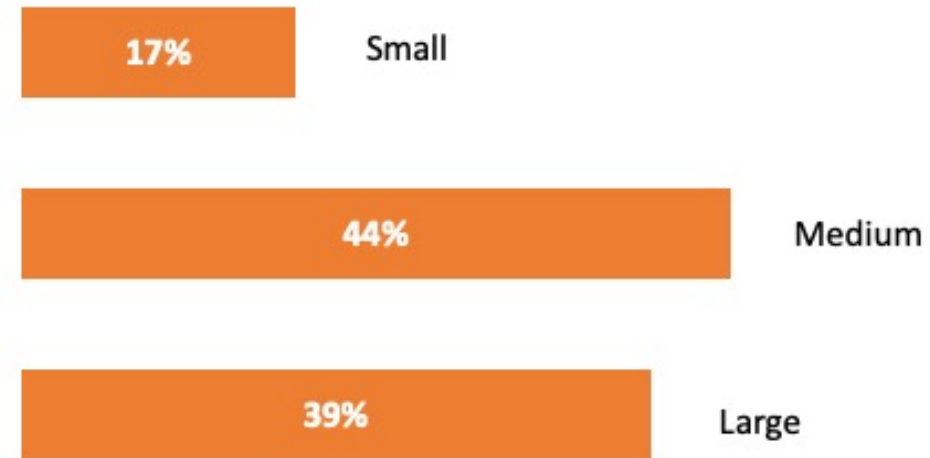
Organizational Role



Industry Representation

Manufacturing
Professional Services
Banking, Finance, Insurance
Technology
Healthcare
Food & Beverage
Life Sciences
Construction
Other

Organizational Size

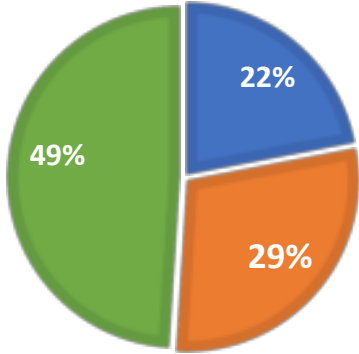


About the Data

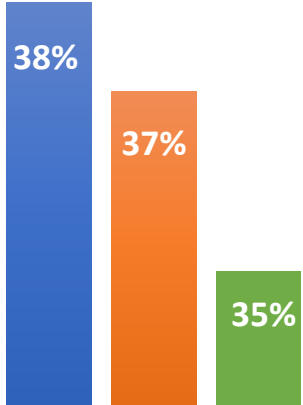
Everyday Inclusion app use is anonymous. No PPI (Personally Identifiable Information) is collected or tracked. Use data is anonymized and aggregated by organizational role and location. Pulse survey data is not reported unless group size is 5+

User Engagement Data

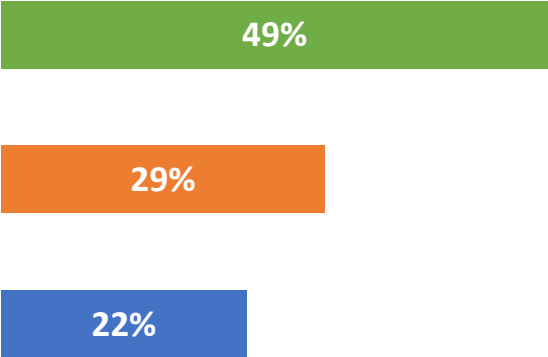
Individual Contributor
 Manager
 Senior Leader



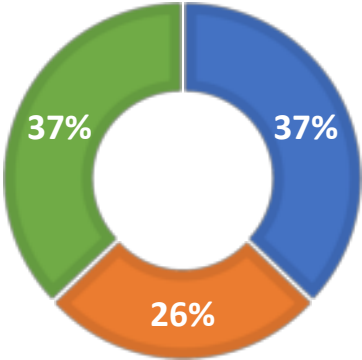
Daily Use Streaks Attained



Gamification Badges Shared



Daily Inclusion Nudges Completed



Searches Completed

Key Insights

Everyone is leaning in and using the tool, regardless of organizational role. C-suite to newest employees are engaged and learning.

Company size and industry have no impact on app use. Across industries and organizational size there were similar user engagement patterns.

Managers and Senior Leaders are using gamification to visibly demonstrate and model to their teams ongoing DEI learning and behavior change.

Top Screen Views

1. Words Matter / Language
2. Calendar
3. Generations at Work
4. Gender / Gender Neutral Pronouns
5. Language & Dictionary Guide
6. Unconscious Bias
7. World Religions
8. Inspirational Quotes: Mental Health, Race, Gender
9. Biographies: Disability
10. *Inclusive Meetings
10. *Having Tough Conversations
10. *Creating Psychological Safety

* indicates a tie

About Screen & Search Data

Screen data indicates the app content users are accessing most frequently.

Search data indicates the topics users are searching for most frequently.

This data represents voluntary, self-directed use of the tool.

Top Search Terms

1. Gender Neutral Pronouns / Pronouns
2. Ally / Allyship
3. Unconscious Bias
4. Inclusive Idea Sharing
5. Hispanic Latino Latinx
6. Disability
7. Muslim
8. Black
9. Catholic
10. LGBTQ+/Queer

Key Insights

Users are searching for and accessing content that is a mix of both *what* and *how* - information and knowledge gathering, and action to take. They are using the app to answer their need 'to not say or do the wrong thing' as it relates to inclusion.

There is a much broader need for information and tools beyond race and gender/women's programming that have been the primary focus of many DEI strategies.

The topics of gender identity and gender-neutral pronouns, unconscious bias, religion, disability and language use are represented in both search and screen view behaviors.

Pulse Survey Data Insights

The Four Core Questions

I believe I make the people I work with feel included and like they belong

I feel like I am included and belong on my team

My manager makes me feel included and like I belong on the team

I feel like I belong at this company

Rating Scale



Key Insights

Feelings of exclusion are highest in two areas:

Within teams:

I feel like I am included and belong on my team

With the person individuals report to:

My manager makes me feel like I am included and belong on the team

Interestingly, managers feel the same levels of exclusion from the person they report to (Senior Leaders) as individual contributors do.

Executives rarely feel excluded.

People believe they make their coworkers feel like they are included and belong *more* than they themselves feel like they are included and belong.



About Everyday Inclusion

Everyday Inclusion is a scalable, actionable on-the-go tool delivering inclusion nudges that create an ongoing Rhythm of Inclusion. Daily, weekly, monthly and quarterly use by individuals, teams, and leaders, from your C-Suite to newest employee, embed inclusion in ongoing workplace interactions and culture. Leverage data informed insights to get ahead of retention issues, incorporate best practices and inform DEI programming and initiatives.

More information at TheMoxieExchange.com