

Nestlé Purina uses the Everyday Inclusion App to Embed DEI in Daily Culture



A complete DEI solution for your business!

At a glance

Purina found themselves with a gap for their hourly employees in their 21 factories. Historically this group of employees has logistically been hard to reach and engage Nestlé Purina North America.

Key Insights

Purina didn't have to position Everyday Inclusion differently for management or associates, whether they were in the business units or on the manufacturing floor. "At the end of the day, we all can benefit from the app. Anyone can jump right in. The VP of Integrated Talent Management jumped right in and started using the app" Said Higgins

"It takes no time to download the app and it can help you in your leadership, your development, and it's easy. You don't have to carve out 20 minutes to do this. The leaders are taking action and using the EI app consistently with 65% of daily usage streaks created by them," said Higgins.



The Moxie Exchange



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Global



CHALLENGES

When an employee is new to their DEI journey, the Purina DEI team found they can be intimidated by large amounts of information or worried about saying or doing the wrong thing. They recognized employees were asking for accessible, easy-to-use, more practical and unique ways to access DEI knowledge.

SOLUTIONS

Purina's Organizational Development team and DEI team partner to produce excellent DEI content, and by adding the Everyday Inclusion app, they have the issues of scalability and accessibility they faced. With accessibility for all associates in mind, the DEI team set out to find a tool that would make DEI learning approachable for everyone. Dawn Higgins, Senior Manager of Diversity, Equity and Inclusion expressed, "where can we reach people doing DEI in their daily lives? Having something where they didn't have to go to a class, and login?" Everyday Inclusion allows Purina to reach a population of employees not easily accessed before and bring manufacturing employees into the DEI conversation.

"This app helps drive knowledge by giving people what they can do daily that is impactful — small, everyday actions."

Dawn Higgins, Senior Manager Diversity, Equity & Inclusion
Nestlé Purina North America

OUTCOME

Data Insights

1

Now the DEI team has access to data dashboards that provide insights into user behavior, allowing them to determine what new investments to make on topics that interest the team.

Scalability

2

Because of the large management engagement, Purina has realized the benefit of the management team gaining DEI knowledge, with the easy ability to pass that on to their teams and create team cultures of inclusion.

Manager Buy In

3

With the knowledge that managers are willing and have the desire to learn more, Purina reinforces in their communication efforts the impact and importance a manager has in their DEI mission and how the app can be used as a leadership tool.