

# Professional Services Firm Uses Data and Content from Everyday Inclusion to Drive Ongoing Inclusive Engagement



*A complete DEI solution for your business!*

## At a glance

Our client found themselves in the same situation as many of their clients; How would they stay on top of inclusion best practices?

## Key Insights

**You can only change what you can measure. Our client is now measuring inclusion on a regular basis and keeping a pulse on their team while circling back to leadership with key insights to address. Using curated content they have also created a cadence of team learning.**

“We've had our bias training days that we've done but at the same time we didn't have that periodic pulse of just being able to reinforce on a smaller scale and get people to think ongoing about inclusion. You can only cover so much in a once or twice a year meeting with everyone, so it is just a really nice offering for us to have, because we're upping our development resources for the staff” said the Senior Director.



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## CHALLENGES



Our client provides human capital research and best practices. They have been a Everyday Inclusion client for two years. A Senior Director said, “We tell our Fortune 500 companies we work with, that consistent development is critical for keeping talent and making sure that their skills stay up, and we weren't at the time doing a whole lot ourselves.”

## SOLUTIONS



Our client has embraced using the Everyday Inclusion solution in a myriad of ways. “90 to 95% of the people in the company have the Everyday Inclusion app on their phone,” said the Senior Director. **Individuals are using Everyday Inclusion as a choice-based learning resource**, learning and staying engaged with daily nudges. **Organizationally, a monthly inclusion pulse survey is deployed**, and the data provides a way to check in and analyze their employee's feelings of inclusion on a regular basis. **The team dedicates time in their monthly meetings with their CEO to learn together** using Everyday Inclusion content. **Client facing teams, such as sales and marketing and member services are using Everyday Inclusion** to start conversations and drive engagement with clients, schedule meetings and customize zoom backgrounds to demonstrate they are drinking their own champagne. Finally, the competitive in the organization are **leaning into gamification and badge sharing**.

## OUTCOMES



### Inclusion Measurement

1

Our client's leadership team has ongoing, monthly data that puts their finger on the pulse of how included the team feels. They communicate and discuss the results with the entire organization monthly, driving further trust and belonging.

### Group Learning

2

The 1000+ topics in the app, the monthly Curated Content Guides and the Badge Challenges are content that have guided our client's inclusion learning topics and discussions, ensuring they continue their learning journey to create an inclusive workplace.

### Ongoing, Self-Directed Learning

3

The team loves the easy to use, fun tool that has broadly been adopted and even integrated into other tools and processes our client is using. “We love the fact that it's micro learning. It's not going to take a lot of time but it's going to be frequent.”