

INCLUDE.

Develop a more inclusive team.

We are not now, nor have we ever been divided by differences; rather we are emotionally separated from one another by cultural distance. - Fred Falker

According to the Society for Human Resource Managers (SHRM), “having a diverse workforce doesn't automatically translate into an inclusive culture. Rather it's something that needs to be built intentionally.” This is where INCLUDE comes in. Regardless of the demographic makeup of your team, department or organization, INCLUDE is a course that focuses on the behaviors and relationships between people which leads to the establishment of a more inclusive workplace culture.

Relationships between team members are the key determinants of whether trust, understanding, empathy and compassion exist. Building an inclusive culture at work can increase the likelihood of achieving better business outcomes.

Participants will:

- Articulate the ways we separate ourselves from others
- Assess how we approach or distance ourselves based on what we see
- Learn the skill of listening and its role in relationships
- Practice the skill of curiosity, reflection and asking questions to strengthen empathy
- Use the act of recognition as an act of inclusion

Intended Participants: All team members from entry-level to C-Suite

Duration: 4 or 8 hours (course details available upon request)

INCLUDE is based on the work by Fred Falker, President of Falker Consulting Group, Inc.



THE BUSINESS CASE FOR INCLUSION: There are demographic shifts in the workforce. As more women, racial and ethnic minorities, LGBTQ individuals, veterans, and people with disabilities enter the workforce, organizations are tasked to create a more inclusive workplace—one that encourages engagement, innovation and delivers performance. There is also the growing generation gap: according to the U.S. Bureau of Labor Statistics, by the year 2025 Millennials will make up 75 percent of the workforce. According to SHRM, “many Millennials are foreign-born, biracial and LGBTQ, and they define diversity differently from previous generations. For them, diversity is an individual mix of unique experiences, identities, ideas and opinions more so than any single trait.”

- 1990: Harvard Business Review published “From Affirmative Action to Affirming Diversity” in which it stated, “In business terms, a diverse work force is not something your company ought to have; it’s something your company does have, or soon will have. Learning to manage that diversity will make you more competitive.”
- 2009: American Sociological Association published “Diversity Linked To Increased Sales Revenue And Profits, More Customers” and shared their incredible finding that “companies reporting the highest levels of racial diversity brought in nearly 15 times more sales revenue on average than those with the lowest levels of racial diversity.”
- 2013: Deloitte published “Waiter, is that inclusion in my soup?” in which they tied diversity and inclusion to better business performance (83%), responsiveness to customer needs (31%), and team collaboration (42%).
- 2014: Deloitte published “From diversity to inclusion” in which it stressed the importance of both diversity and inclusion in building high performing organizations and called diversity a business imperative: “And this means that diversity is no longer a “program” to be managed — it is a business imperative.”
- 2014: Stephen Frost, in his book, “The Inclusion Imperative” notes that “discriminating against women, homosexuals, and disabled people is costing \$64 billion dollars a year in the U.S. alone.”
- 2015: McKinsey & Company publishes “Why Diversity Matters,” in which it notes that “Companies in the top quartile for racial and ethnic diversity are 35 percent more likely to have financial returns above their respective national industry medians,”
- 2017/2018: McKinsey & Company released another set of research findings that once again confirmed the statistical significance of having gender- and race-based diversity leading to better financial performance. It reminded the reader that “Creating an effective inclusion and diversity strategy is no small effort and requires strong, sustained, and inclusive leadership. But we, and many of the companies we studied, believe the potential benefits of stronger business performance are well worth it.”



We believe that where we work can be the most powerful force for good in our societies today.

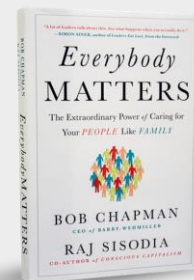
Frederick G. Falker is the President of Falker Consulting Group, Inc., a human resource development training and consulting firm and Director of Workforce Development for the Saint Louis Zoo. He has worked as an organizational development consultant for more than 30 years, helping organizations with performance management, customer service and diversity issues. At the Saint Louis Zoo he has worked extensively on helping the organization's efforts to establish itself as one of the best places to work, serve and volunteer in the country. He is currently working on a book detailing a fundamentally new approach to thinking about diversity entitled, *Seeing the Box: Improving Interpersonal Effectiveness*.

In order to bring that world to life, the Barry-Wehmiller Leadership Institute (BWLI) partners with organizations to deliver customized training and events, assessments, consulting services - and everything in between. We build on and transfer the learnings of our parent company, Barry-Wehmiller, to yours. Barry-Wehmiller is a private company that was started in 1885. Today the organization is comprised of over 100 acquisitions and 12,000 team members around the world in manufacturing, engineering and IT consulting, and professional services. We design and build the machines that make most of the products you use every day. And we've been very successful at it. Since our first acquisition in 1987, Barry-Wehmiller's annual revenue has increased 18%. As a result of the attention from external organizations on how we build and develop culture for business and people success, and based on our overriding purpose of "measuring success by the way we touch the lives of people," we formed BWLI.

With head offices in St. Louis and Cape Town, BWLI is working around the world with public and private companies, large and small, in union and non-union environments. Our methodology and content is straightforward, respectful and usable for leaders at all levels in an organization. Our clients and work include senior leader training for the world's largest airline; purpose and engagement efforts for a top-tier NFL team; multilevel leadership, emotional intelligence and candor assessment efforts to a leading private retailer; focused listening sessions and organizational health assessment on one of the nation's largest construction projects (\$6B) for a major oil company; and senior sales leadership team-building for the world's largest wine producer.

Here are some resources to use in your organization and get to know us better:

- [TED Talk](#) by Barry-Wehmiller CEO, Bob Chapman
- [Short animation](#) on Truly Human Leadership
- [The Truly Human Leadership blog](#)
- [Everybody Matters podcast](#) showcasing great leadership worldwide
- [Everybody Matters documentary](#) featuring Raj Sisodia



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