

Inclusion Contacts



Overview (why, how, what, when)



Example



Template



Why do we need Inclusion Contacts? The purpose of Inclusion Contacts are to create a space for team members to share personal stories, experiences, and perspectives. This requires vulnerability, and as a result enables teams to build empathy and trust. High empathy and trust enable the creation of a safe, inclusive work culture and environment.

How do you have an Inclusion Contact? Inclusion Contacts can be made to work for the meeting you are having – there is no one size fits all. What is important is to encourage those in the meeting to share their thoughts, ideas, experiences, or questions.

What is the outcome? Imagine the power of regular meetings where there is an intention to be inclusive of multiple perspectives. This enables team members to recognize each other's needs, become more self-aware, and create a safe space to share different perspectives.

When is an Inclusion Contact appropriate? Inclusion Contacts should be shared during regular or reoccurring meetings of established teams. Contacts should be used at a cadence that creates a team ritual (weekly, bi-weekly, monthly), depending on what works for your team. When there is a social/environmental issue that affects members of your team, an Inclusion Contact can help create a safe space for dialogue and awareness.

Inclusion Contact: For Once, Don't Do It



Nike says “We celebrate diversity and strive to create equal playing fields for all. Our work to promote equality starts with our employees and the people who make our products and extends to people in the communities where we live and work. We know that we won’t prevail Until We All Win.”

Watch [For Once, Don't Do It](#).



Video Length: 1:00

Discussion

- What are your initial reactions to this?
- After George Floyd’s death in May of 2020, we saw an upswell in interest around social justice, diversity, and equity. How do you feel your interest and engagement level is now?
- The clip encourages viewers to be part of the change. How as an individual, and how as a team, do you feel you (we) can be part of the change?
- Do you feel brands should take positions on social or political issues?
- How does a company’s values, mission, or stance on political social issues (or lack of one) impact your loyalty and buying decisions?



This space is used as an overview, or ‘teaser’ of the topic at hand.

We also include here the link to the content, like:

Watch this video (with hyperlink).

If using PPT, you can embed videos – we do as much as we can to make it seamless for the meeting leader. We put the embedded video here.

Video Length: ?:??

Discussion

- Add question or thought starter here
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