

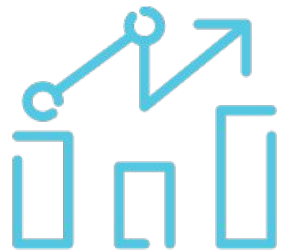
upor.



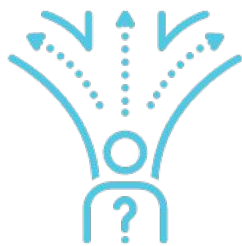
We now live in a NEW Economy

#shifthappens

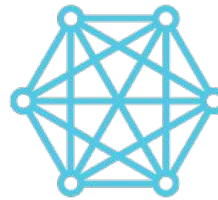
VUCA²



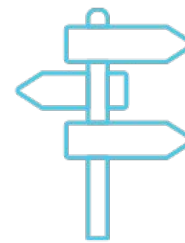
Volatility



Uncertainty



Complexity



Ambiguity



Source: HLN









EEN OP DRIE INWONERS IN BELGIË HEEFT MIGRATIEACHTERGROND

■ Belgische nationaliteit en Belgische achtergrond ■ Belgische nationaliteit maar buitenlandse achtergrond ■ Buitenlandse nationaliteit



Bron: Statbel, het belgische statistiekbureau



Source: MO*Magazine



H&M Apologizes for 'Monkey' Image Featuring Black Child



Printed hooded top
£7.99

Green



Select size



[Size Guide](#)

Next Day Delivery, Nominated Delivery Slot, Pick-up in store and Standard Delivery in 2-3 days.

ADD TO SHOPPING BAG

FIND IN STORE

DESCRIPTION	DETAILS	SHARE	DELIVERY AND PAYMENT
CARE INSTRUCTIONS			
Machine wash at 40°			
ITEM NR.			
0575530003			

The image was later removed from H&M's website. H&M, via Associated Press

Source: NY Times





Alyssa Milano ✓

@Alyssa_Milano



If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet.

Me too.

Suggested by a friend: "If all the women who have been sexually harassed or assaulted wrote 'Me too.' as a status, we might give people a sense of the magnitude of the problem."

10:21 p.m. · 15 okt. 2017



[Lees het hele gesprek op Twitter](#)



48,2K



Antwoorden



Link kopiëren

[60,3K antwoorden lezen](#)

We need to change the
way we do things

Je organisatie futureproof maken?
Pak je unconscious bias aan.

upop.

1 1 0 0 0 0 0 0 0 0

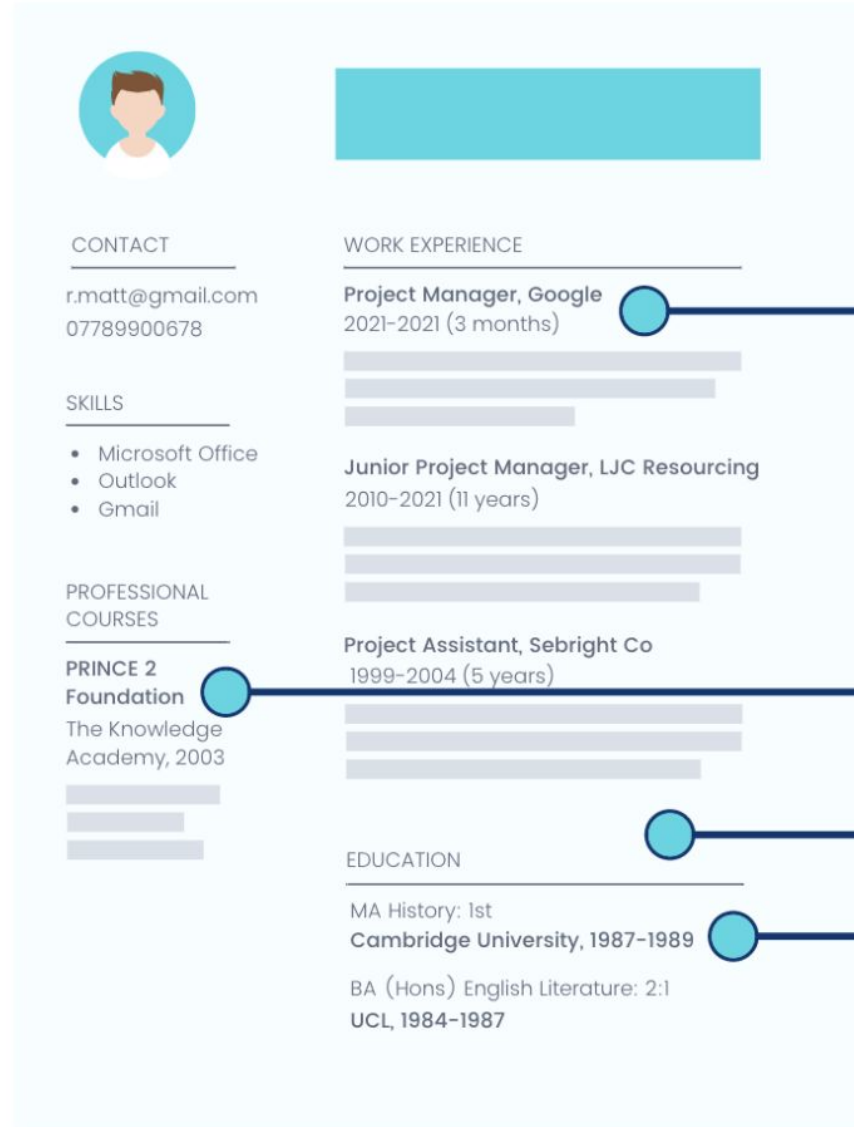
50



BIAS



CASE 1



Halo Effect

If they worked there, they must be a strong candidate

Confirmation Bias

He was only at google for 3 months, but there must be a good reason why he left if he was hired there in the first place

Affinity Bias

I completed PRINCE2 as well! He must be smart, I know it was hard to complete.

Groupthink

Well, my manager thinks they're the strongest candidate so...

Stereotype Bias

He studied at Cambridge so he must be smart and good for this role, looking at his dates, he might be too old for this role

CASE 2



© marketoonist.com

CASE 3



Investeer in inclusieve diversiteit

Why?

It's the right and smart thing to do!

Feiten zijn feiten

War for talent

67% van werkzoekenden vinden diversiteit en inclusie belangrijk bij het kiezen van een job (Glassdoor)

Meer diverse bedrijven zijn beter in staat om toptalent aan te trekken; om hun klantgerichtheid, medewerkerstevredenheid en besluitvorming te verbeteren (McKinsey)

Feiten zijn feiten

Employer branding

Diversity, Equity & Inclusion (DEI) at Starbucks

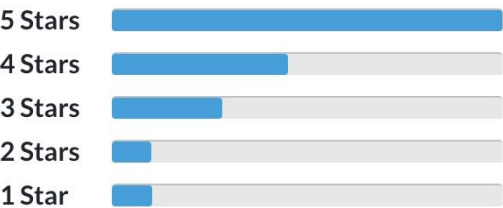
What do employees from different demographic backgrounds think about diversity, equity and inclusion at Starbucks? Read what Starbucks is doing to promote DEI in the workplace and how the company supports individuals of varying gender, ethnicity, age, sexual orientation, religion and other attributes.

Ratings for Diversity & Inclusion

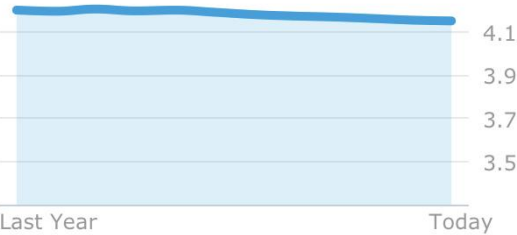
4.1 ★★★★★ (18,412 Ratings)

Starbucks has a Diversity and Inclusion rating of 4.1 out of 5 stars, based on 18,412 anonymous community ratings. The average D&I rating left by the Starbucks employee community has declined by 1.2% over the last 12 months.

D&I Ratings Distribution



D&I Ratings Trend



glassdoor



DEI Pledges made by Starbucks



Veteran Hiring Commitment
Committed to helping America's military veterans find work



Diversity Commitment
Has programs that support a diverse and inclusive workforce



Fair Chance Pledge
Maintain hiring/training programs for those with criminal records as an opportunity for a second chance



Pay Equality Pledge
Committed to paying equitably for equal work & experience

Feiten zijn feiten

Beter rendement - winstgevend(er)

Organisaties met een inclusieve cultuur hebben **2x** meer kans om hun financiële doelen te bereiken of te overtreffen. (Bourke)

Bedrijven met diverse managementteams hebben **19%** hogere omzet (Forbes)

Bedrijven in de top quart in genderdiversiteit in management teams zijn **25%** meer dan gemiddeld winstgevend dan peerbedrijven in de 4de kwartiel. (McKinsey)

Bedrijven in de top quart in ethnische en culturele diversiteit zijn tot **36%** meer dan gemiddeld winstgevend (McKinsey)

Feiten zijn feiten

Groter klantenbereik

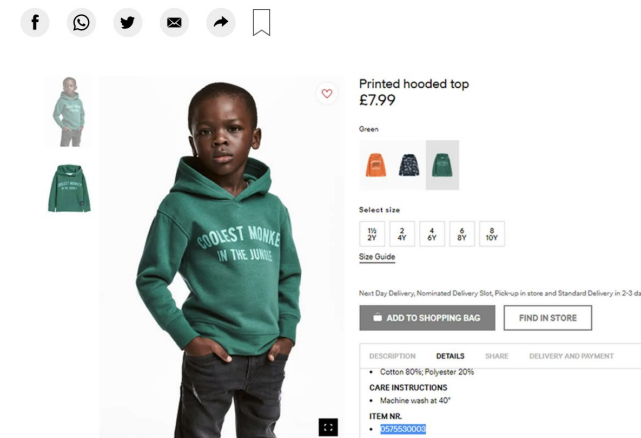
Ruime talenkennis en voeling met diverse levensstijlen zijn een troef om een breed en nieuw klantenbestand aan te spreken.

Klanten worden kritischer.



Source: Instagram

H&M Apologizes for 'Monkey' Image Featuring Black Child

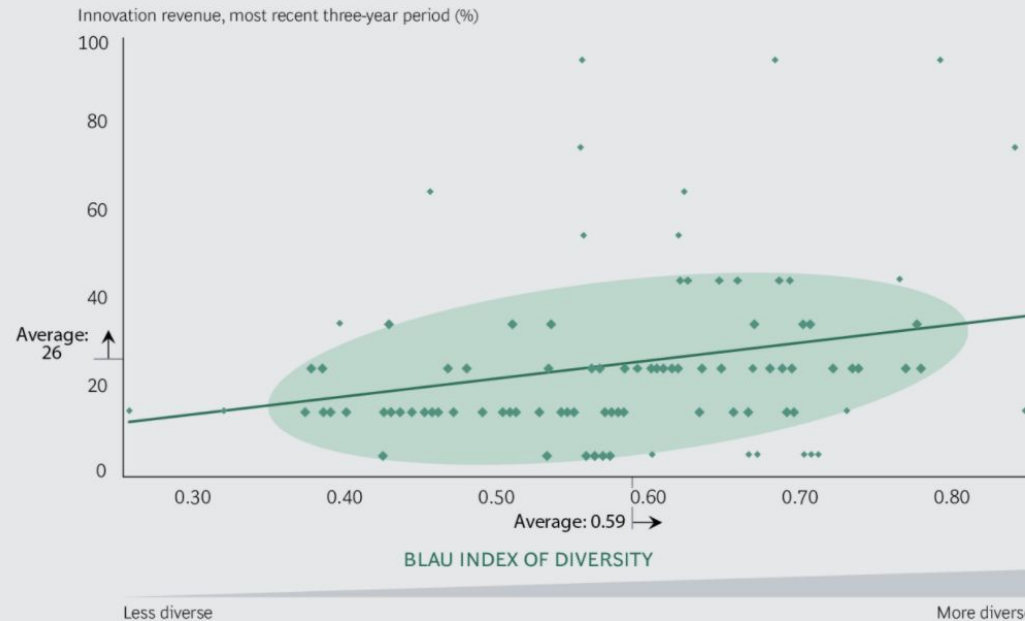


The image was later removed from H&M's website. H&M, via Associated Press

Feiten zijn feiten

ID & innovatie

EXHIBIT 1 | The Relationship Between Diversity and Innovation Is Positive and Statistically Significant



- BCG and the Technical University of Munich **plotted 98 companies** according to two variables: their diversity (expressed as a Blau index number) and their innovation revenue.
- The **diagonal line** shows the relationship between those two variables—that is, the average innovation revenue associated with each diversity number.
- The **diamonds** represent the 98 companies' individual diversity number and innovation revenue, and show how innovation revenues deviate from the general trend.

Source: 2016 survey of German, Swiss, and Austrian companies by BCG and Technical University of Munich. Ninety-eight of the surveyed companies provided the necessary information for this analysis.

Note: The shown relationship is positive (Pearson's $r = 0.253$) and statistically significant ($p < 0.05$). Innovation revenue = the percentage of revenue from new products or services in the most recent three-year period.

Hoe kan je het
aangepakken?



UPOP is een strategische partner die bedrijven klaarstoomt voor de future of work door inclusieve werkplekken te creëren. Onze expertises liggen in diversiteit en inclusie, talent management en organisatieontwikkeling.

Step 1

CHOOSE YOUR TOPIC

Employee experience
Employer branding
Diversity & inclusion
Sustainability

Step 2

CHOOSE YOUR SERVICE

Research
Strategy
Learning &
Development

Step 3

CUSTOMIZE YOUR APPROACH

Sparringpartner
Change management
Workshops & trainings
Keynotes

Step 4

ADD YOUR SKILL OF THE FUTURE

Inclusive leadership
Unconscious bias
Inclusive communication
Diversity & inclusion
at work



1. Rekruteringsstrategieën voor divers talent voor bedrijven
2. Rekruteringsprocessen inclusiever maken
3. Training: Bewustwording creëren rondom unconscious bias in rekruteren en selectie
4. Partner in coaching, sparring en advies rond inclusief rekruteren

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