

An aerial photograph of a dense city skyline, featuring numerous skyscrapers and buildings. A semi-transparent topographic map overlay is visible across the entire image, creating a textured, contour-like background. The title text is centered over the skyline.

How to Thrive By Incorporating DEI in Your Business

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Discussion

- Understanding social identity and how it ties into a company's structure and culture
- Understanding the terms “covering” and “passing” and making reasonable accommodations for employees
- How to be proactive rather than reactive in real-world situations

Speaker



Alida Miranda-Wolff

Founder and CEO of Ethos

Fireside Chat Questions

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What is culture?

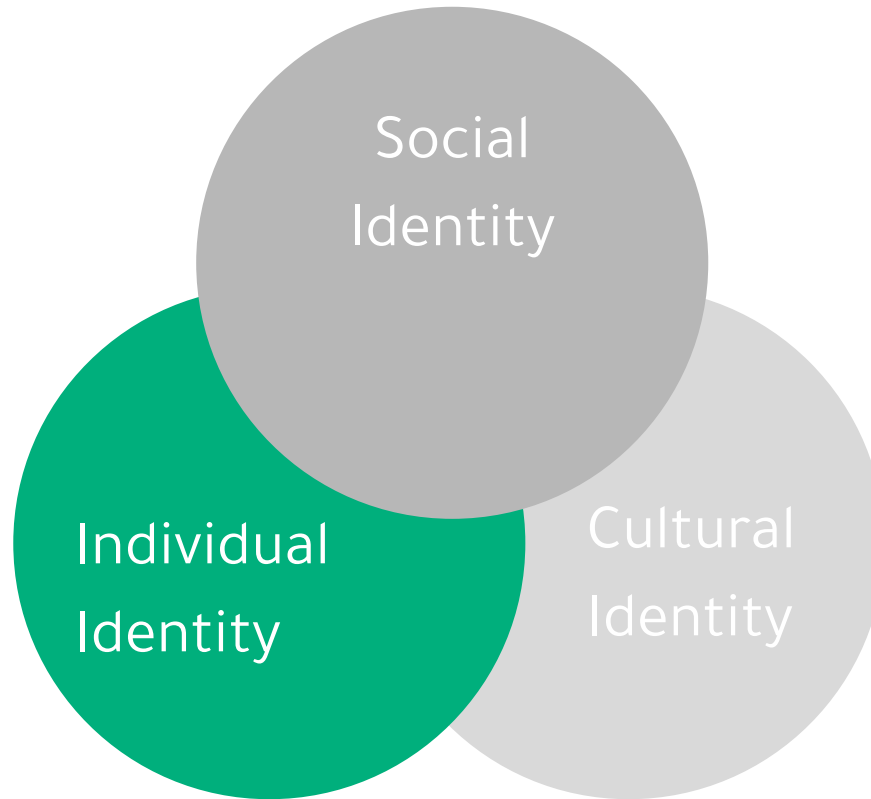
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A group of people might discover, together, a good way of life; that their good way of life might express itself in their habits, institutions, and activities; and that those, in turn, might help individuals flourish in their own ways.

*- Joshua Rothman,
The Meaning of “Culture”*

What is social identity?

Who Are You?



Social Identity Group Memberships

- Based on my social identity, I am...
 - Up or down
 - In or out
 - Visible or invisible
 - Dominant or Marginalized
 - Holding a lot of power and/or privilege or holding little power and/or privilege
 - Aware of my group-ness or not aware

Key Social Identity Groups in DEI

- Education
- Gender Identity
- National Origin
- Religion
- Race/Ethnicity
- Sexual Orientation
- Mental/Physical Ability
- Age
- Body Size
- Tribal or Indigenous Affiliation
- Caretaker Status
- Socioeconomic Class

What social pressures do employees face?

Understanding Social Pressures

1. **Covering:** Toning down a disfavored identity to fit into the mainstream
2. **Passing:** Being accepted as a different racial group
3. **Microaggression:** Brief and commonplace daily verbal, behavioral and environmental indignities targeted at a person or group
 - a. Microassaults: Conscious, deliberate, and explicit
 - b. Microinsults: Interpersonal or environmental (subtle and often outside of awareness of perpetrator)
 - c. Microinvalidations: Communications or environmental cues meant to exclude, negate, or nullify the experiential reality of certain groups

**How can we respond proactively to
mitigate risk?**

“

A reasonable accommodation is an adjustment made in a system to accommodate or make fair the same system for an individual based on a proven need.

United Nations

Proactive Intervention

- Think of social identity when you plan events
- Take a minute to reflect on inclusive spaces (mothers' rooms, accessibility, what is on the walls)
- Look at who you and others cluster with in group settings
- Notice if there are any patterns in who takes on administrative duties
- Coach managers on how to discuss reasonable accommodations.



Thank You!



Alida Miranda-Wolff

alida@ethostalent.com