

Diversity and Inclusion:

The Fabric of
Passion4Social





60%

of our employees are women or identify using female pronouns

60%

live with a disability or long-term health condition

30%

are non-native to Scotland

**Passion4social can
say with pride that
our team is**

100%

diverse!



So just how did we achieve this and how do we ensure our commitment to it remains just as strong as it was on day one of operations?

-  We implement it into our recruitment process at every stage, from gender-neutral job ads to our diverse interviewing panel;
-  We ensure it is woven into our organisational culture and decision-making processes;
-  And we work to help our employees fulfil their potential-making adjustments and providing support based on each individual's needs.

Recruitment



What is Diversity?

The practice or quality of including, or involving people from a range of different social and ethnic backgrounds, genders, sexual orientations, religions, disabilities, ages, lived experiences , personalities, viewpoints etc.

The Business Benefits of Diversity Inclusion



Increased Creativity and Innovation

Bringing in people who have different views on the same issue is more likely to result in a melting pot of fresh ideas, thus improving the creativity of your team and boosting its capacity for innovation.



A study last year by Boston Consulting Group, which looked at 1,700 companies across eight countries, found that organisations with more diverse management teams had **19% higher revenues due to innovation.**

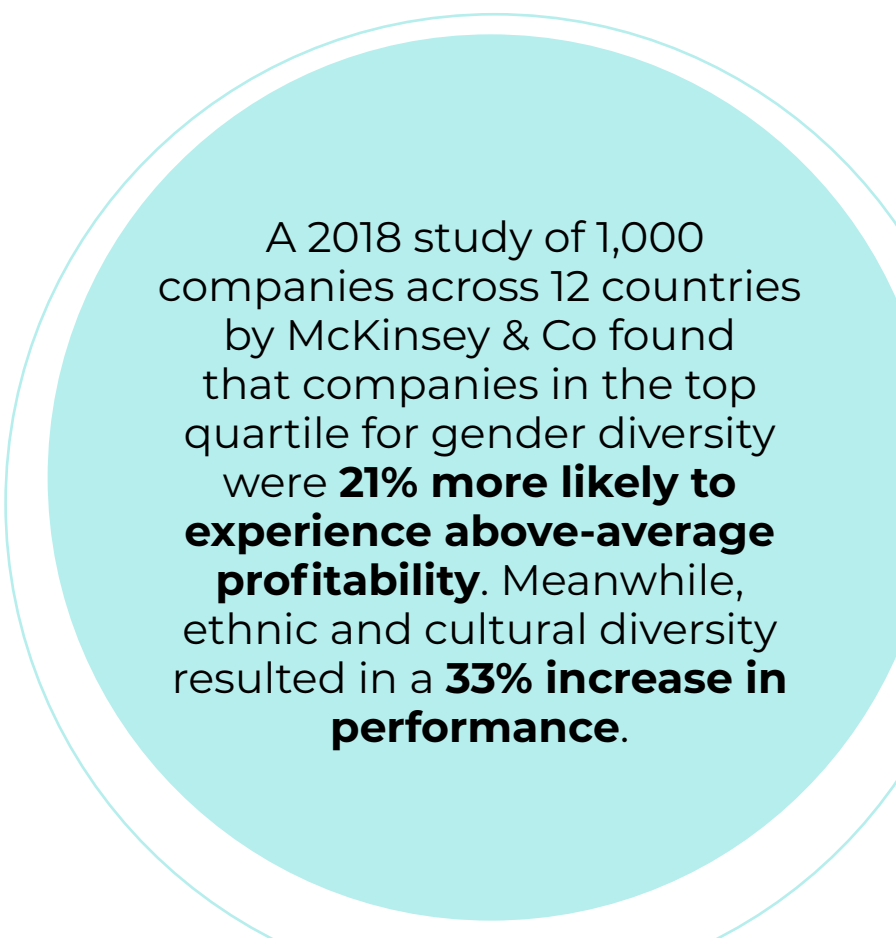
Better Problem-solving and Decision Making

Team members with diverse backgrounds will bring diverse solutions to the table, which leads to a more informed decision-making process and improved results.

Harvard Business Review found that diverse teams are able to solve **problems faster** than teams of cognitively similar people. A white paper from online decision-making platform Cloverpop found that when diverse teams made a business decision, they **outperformed individual decision-makers up to 87% of the time.**

Increased Profits

Teams that are better at solving problems and making decisions generate a competitive advantage — and make more money for their organisation.



A 2018 study of 1,000 companies across 12 countries by McKinsey & Co found that companies in the top quartile for gender diversity were **21% more likely to experience above-average profitability**. Meanwhile, ethnic and cultural diversity resulted in a **33% increase in performance**.

Higher Employee Engagement

When employees in your team feel included, they are likely to be more engaged. Research from Deloitte Australia found that teams that are focused on diversity and inclusion tend to deliver the highest levels of engagement



#enhanced Reputation

Diversity within your team will boost its reputation and help you attract better talent. Businesses that are seen to build and promote diversity in the workplace are viewed as more ethical and socially responsible; making it easier for many people to relate to them and opening doors to new markets, customers and business partners.



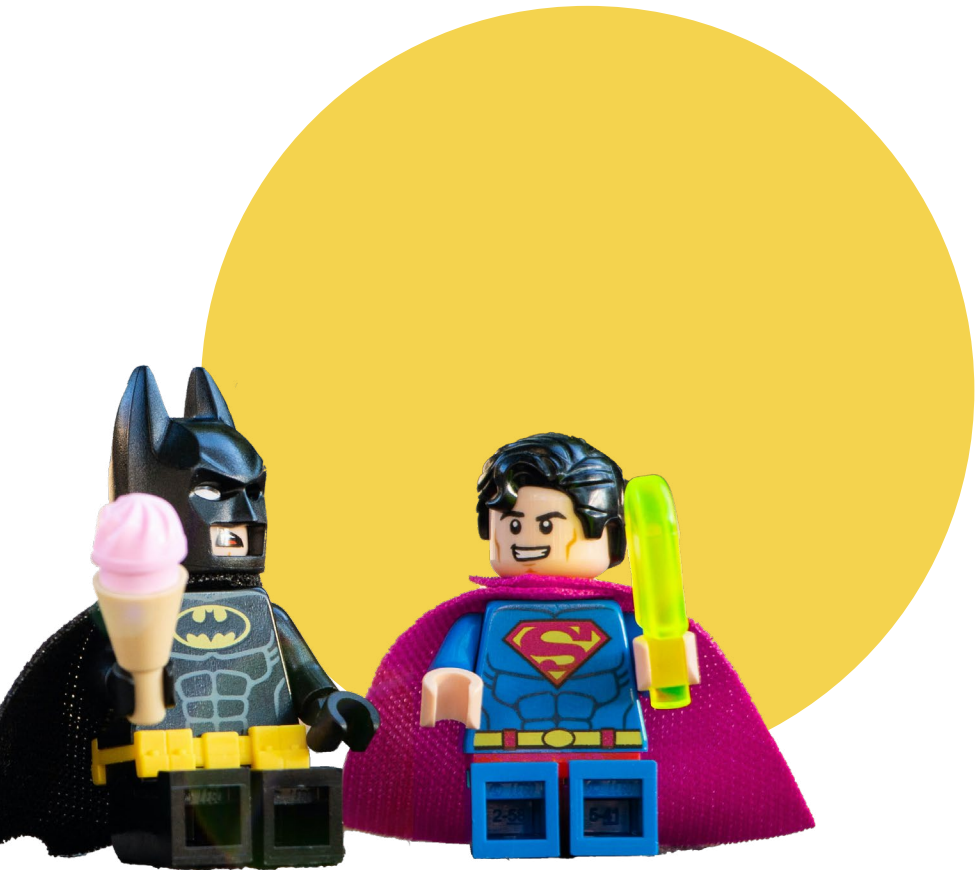
Source: managers.org.uk

Misconceptions Around Diversity



Counting women, one or two employees from different ethnic backgrounds, or someone with a disability amongst its staff does not make a company diverse.

A diverse workplace aims to create an inclusive culture that values the talents of all its employees and it starts with the recruitment process. In other words, bias-free hiring.





Examples of strategies we can employ to eliminate bias include:

-  Defining diversity within your organisation and setting goals
-  Creating gender-neutral job advertisements
-  Blind CV analysis
-  Blind interviews

How Passion4Social Implements Diversity in to Our Recruitment Processes

Our goal is to employ at least **50% disabled** candidates and we have achieved this by:



Looking in the right places for potential candidates

Collaborating and fostering relationships with **Disability partners** and **DPO's**– (Inclusion Scotland and Into Work for example) who would often be the first point of contact for disabled job seekers.

Looking for candidates on sites such as (Indeed, LinkedIn) has also been a successful strategy.



Eliminating bias from the CV screening process



Focus on the candidate's experience and abilities, rather than their names, schools, or scores.



Valuing all qualifications irrespective of level or educational institution.

(Vocational courses, diploma courses, degrees, or knowledge gained through work experience)



At the interview

- ✓ Establishing whether the candidate shares the company's ethos
- ✓ Identifying soft skills and willingness to learn and evolve
- ✓ Checking technical knowledge



Shortlist



Technical skills test



Positive Discrimination



Positive Discrimination is the process of increasing the number of employees from minority groups in a company or business, which are known to have been discriminated against in the past. In the UK, positive discrimination is illegal under the Equality Act 2010 as it does not give equal treatment to all.

An employer is guilty of positive discrimination if they hire or seek an individual purely based on their protected characteristic, rather than experience or qualifications. Protected characteristics include, but are not limited to, race, gender, age, disability, religion and sexual orientation.

Positive discrimination also includes setting quotas or benchmarks in the recruitment process, or promoting a specific number of people within a minority group.



What is Positive Action?



Positive action, on the other hand, became legal in April 2011 to ensure measures are taken to support the recruitment and promotion of underrepresented minorities.

Positive action comes into play when a business is deciding who to hire or promote between top candidates, who are equally qualified. In this instance, an employer can choose to hire an individual from an underrepresented group as long as they are as qualified and fit for the role as the other applicants.





Positive action could also include an employer taking measures to address any imbalance within the company that an employee with a protected characteristic could face. It is designed to encourage and enable members of these groups to overcome disadvantages and avoid discrimination.

Source: [coodes.co.uk](https://www.coodes.co.uk)

How Passion4Social does Positive Action





Partners

Having recruitment partners is essential in order to reach the right candidate audience.

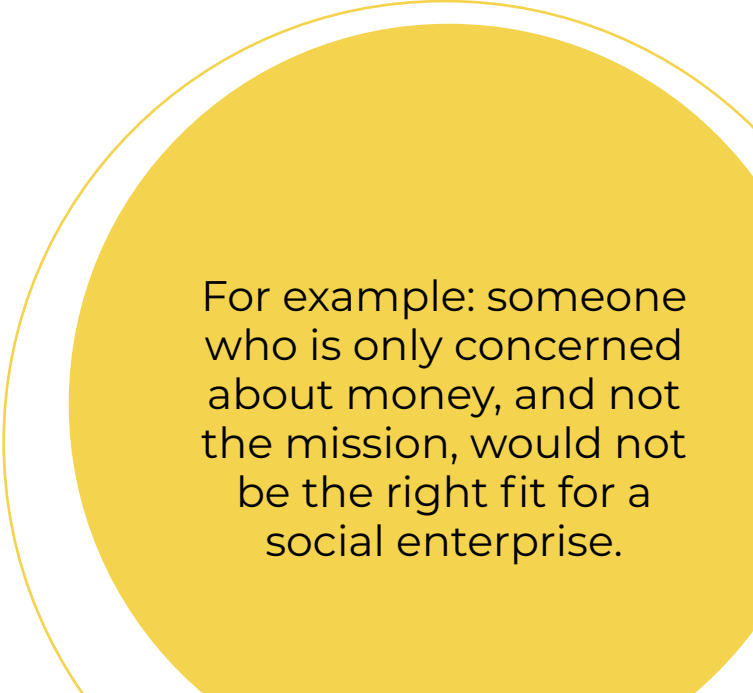
Passion4Social has successfully established partnerships with, **Inclusion Scotland, Into Work, Sixth sense, QA and Enable.**

By successful, we mean working with these organisations has resulted in volunteers, interns and new employees joining our team.

Decision on both values and talent

Sharing the same company values is essential to creating an inclusive environment.

So you may have an exceptional technically skilled candidate applying to fill your vacancy, but the final decision on hiring will come down to how they demonstrate their values and how much their own working ethos aligns with that of the company's.



For example: someone who is only concerned about money, and not the mission, would not be the right fit for a social enterprise.

Organisational Culture

An organization's culture defines the proper way to behave within the organization. This culture consists of shared beliefs and values established by leaders and then communicated and reinforced through various methods, ultimately shaping employee perceptions, behaviours and understanding.



**Diversity
at our core:
Passion4Social's
culture**



In order to create an open, inclusive, productive, and above all fair working environment, we encourage all of our employees to demonstrate:

Honesty

Flexibility/
Adaptability

Commitment

Diversity

Understanding

A willingness
to embrace
learning and
professional
development

The diversity statistics:

100%
diverse

60% live with a disability or long-term health condition

30% are not native to Scotland

60% are women, or identify using female pronouns (it was 80%)

Vast age/
Experience range



Changing Behaviours and Breaking Paradigms

Organically we follow the 5 stages of behaviour change:

1

2

3

4

5

Pre contemplation	Contemplation	Preparation	Action	Maintenance
Identify Disability/ Difficulty	Recognise	Set up tools/ processes	Incorporate in the daily work	Make sure everyone follows it



A disabled person has a disability, but many more abilities! We focus on the abilities. **Empathy is more effective than sympathy.** Be patient and open, we all have the power to surprise.

Everyone has a talent!
Everyone has something to teach!
Everyone has something to learn!



Being Open

It is important to give space and openness to employees.

I know that I
know nothing



Taking this approach
will ensure you
benefit from:

- ✓ Increased engagement
- ✓ Increased motivation
- ✓ Constant learning
- ✓ Leading skills creation
- ✓ Innovative ideas



Effective Communication



It is a two way thing, i.e. listening to what is being said is just as important as getting your ideas across if you are to create a positive inclusive environment and Reduce obstacles to effective team work.

Tips for improving communication include:



- ✓ Providing a platform for giving feedback-must always be done respectfully, sensitively and in a constructive manner
- ✓ Listening to barriers when communicating (the impact and how to avoid them)
- ✓ Recognising and respecting cultural differences on interpersonal communications

Adaptation

Make adjustments for every person within the organisation (we all have additional support needs at some stage in our lives).



Remember that every individual has their own way of doing things (with or without a disability)

See past the preconceptions about the high costs and inefficiency of making adjustments-it is not only possible, but more often than not, requires a quick simple fix i.e. lowering the height of a work surface.

Using Technology

This ensures employees can stay connected, and seamlessly integrate in to any project, no matter when, where, or how they are working. Some examples include:



Project management tools

(Asana, Monday, Trello, etc.)



Cloud Services

(Google Drive, Dropbox, etc.)



Audio/Video tools

(Zoom, Meet, Teams, etc.)



Messaging tools

(Slack, Hangouts, etc.)



Linear processes

Creating a Positive Learning Environment

Everyone has knowledge and experience to share -Elevate the abilities and incentivise knowledge sharing amongst colleagues



Always make time to coach/teach



Create weekly opportunities for knowledge sharing: presentations, tutorials, discussions.



Collaborate

Everyone must have autonomy and feel able/confident enough to help or give their opinion. We stimulate a spirit of teamwork: everyone wins if our social enterprise is successful. Collaboration is the key to that.





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