

# How to start a diversity & inclusion role from scratch

Lisa Borchert // September 2022





M.Sc. Marketing & Communication

Erasmus in Spain

@Haiilo since 2019

Product Marketing Manager

Hamburg

Since April 2022:  
Diversity & Inclusion Officer





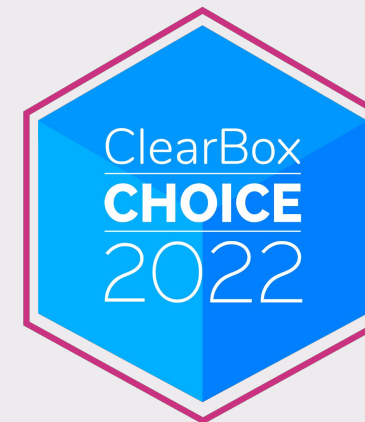
# About Hailo

## Global Leader

300+ Hailos across Hamburg, Paris, Helsinki, London, Atlanta

More than 800 customers and daily 2,000,000 users globally

## Awards



## Clients







# How I started my diversity & inclusion role @Haiilo



C level noticed that **employees** were not happy with the given diversity in our company.  
People were able to apply for this role.



# #1

I aligned with **C level**  
and presented the  
role and myself to  
the whole company



**Framework**  
conditions for  
the role

**Definitions**  
diversity &  
inclusion

My **motivation** &  
what diversity  
means to me

Next  
**steps**



# #2

I constantly  
**talk** to people





# #3

I did an internal  
**survey** to better  
understand and  
prioritize



Diversity & Inclusion

**1. I can bring my whole self to work.**

Rate from 1 (Not at all) to 5 (Definitely)

1 2 3 4 5

Diversity & Inclusion

**1. There are managers here that I can identify with.**

Rate from 1 (Not at all) to 5 (Definitely)

1 2 3 4 5

Diversity & Inclusion

**1. All people have an opportunity to succeed in this organization.**

Rate from 1 (Not at all) to 5 (Definitely)

1 2 3 4 5

Diversity & Inclusion

**1. I feel like I belong here.**

Rate from 1 (Not at all) to 5 (Definitely)

1 2 3 4 5



#4

**Small** actions

with great impact



## Diversity & Inclusion @Hailo



This is an open space for everyone to share ideas, and stay informed about our D&I initiatives.



✓ Member

### LET'S TALK

Timeline

DEIB Blog

### KNOWLEDGE

Documents

External links

Wordings

D&I Officer role

Redordings

### Options

Share community

Members



What are you working on?



Cynthia

08/03, 2:57 PM

> Diversity & Inclusion @Hailo



Hey everyone!

As some of you have already noticed, we will not be able to participate in the CSD this year with our own Hailo Pride truck, but we are full of confidence to be represented next year 🙌

Nevertheless, we would like to show our "flag" and participate in the Pride 🏳️‍🌈

Who will be there and would like to meet on Saturday wearing a Hailo Pride shirt?

Could someone recommend a good meeting-point?

The demo starts at 12 here: Langen Reihe/ Ecke Schmilinskystraße

👍 Liked   ➦ Share



👍 You, Jörg   and 3 others



Vicki

08/03, 3:03 PM

🏳️‍🌈 I'll be there with some friends. I'm sure we will meet by coincidence. 🥰🎉

👍 3   👍 Liked   Reply





## Dimensions of Diversity

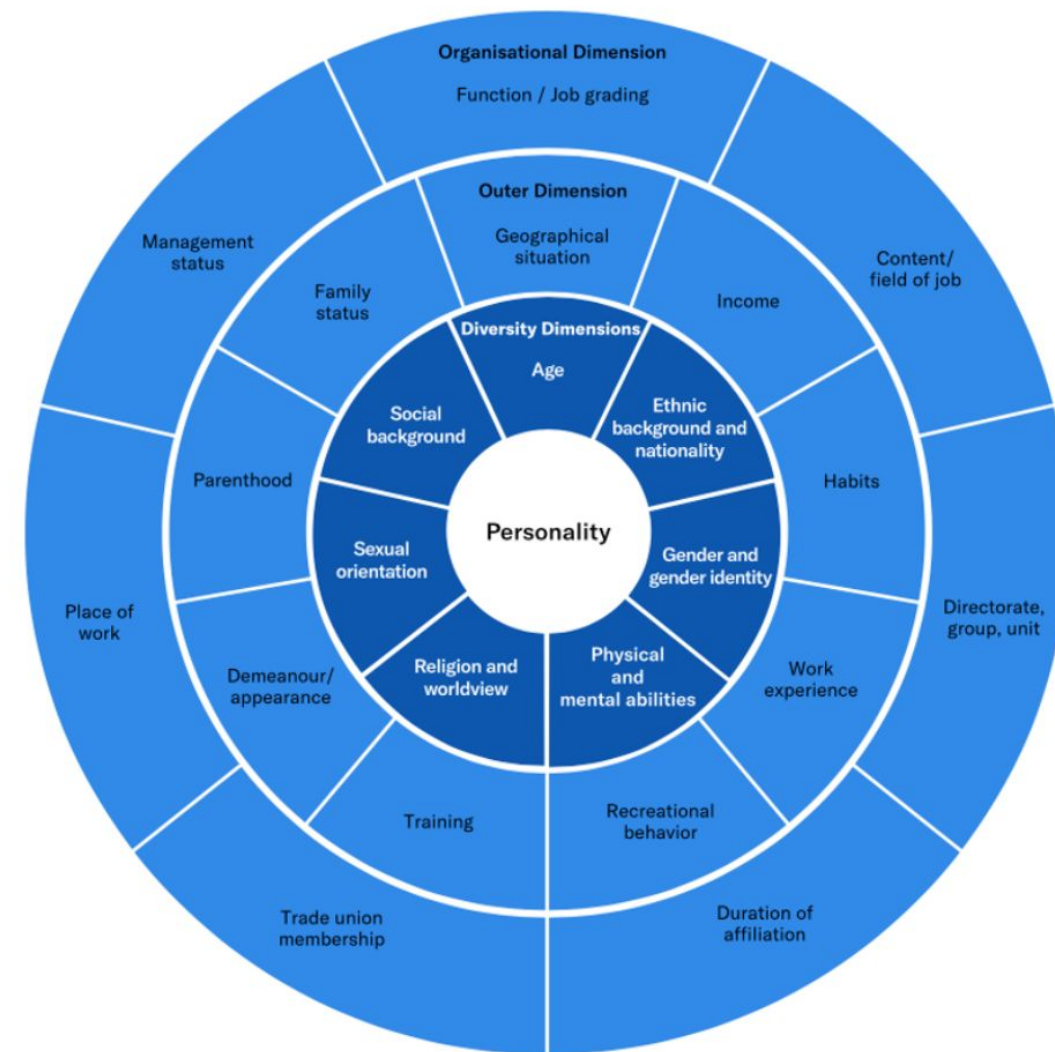
Lisa Borchert May 31, 2022, 1:14 PM

To become a truly **diverse** and **inclusive** workplace with **equal** opportunities for everyone, it is important to understand, what diversity really means. Getting there might be a long way, but the first step for sure is to have a closer look at the different **dimensions of diversity**.

When having a look at the image in the rights, we directly see that there are lots of dimensions and areas of diversity. The **seven core dimensions** are often the ones we have presently in our minds when we think about diversity. But especially when we aim to offer an inclusive workplace for everyone, we should also understand the impact of the outer dimension as well as the organizational dimension. Nevertheless, I would like to start with the seven core dimensions to make diversity, in general, more tangible.

Time after time, we will dive deeper into the different core, outer, and organizational Dimensions of Diversity and also give you more insights about them.

In case you are keen to be actively involved in some of the different areas, please let me know.



**Social background**

Statistics show that social background still has a strong impact on education and labor market opportunities. People often do not have access to **resources** such as networks, assets, education, and social abilities because of their **social class**. As result, many people are not able to find a job that suits their talents and skills.

**Age**

Nowadays nearly every (tech) company wants to be **young** and cool. Meanwhile, they often forget about the advantages that an age-diverse workplace brings. The inclusion of mature workers in the workplace can offer a wide range of **experience**, knowledge, and resources that can be used to navigate an array of tasks and situations in an effective and time-efficient manner.

## The history of Pride Month

Lisa Borchert June 28, 2022, 1:27 PM

No matter where you look, you are very likely to see rainbow colors everywhere this month. It's been International Pride Month and companies are not stingy with showing that they are aware of it. Well, they might actually use it for marketing purposes, to be honest. Especially fast food chains somehow think that **burgers** and **fries** are practical actions against homophobia, transphobia, and general discrimination against LGBTQIA+ people. Sure, some companies are really getting active, but not the ones that scream the loudest.

Don't get me wrong, I think it's important to always raise awareness, and a first step is better than none. But if there are no actions to follow, we often speak of **rainbow washing**. Rainbow washing is not a significant contribution to the fight for equality, respect, and the rights of LGBTQI + people but profit-driven exploitation of a vulnerable social group.



If we as individuals, but also as a company, care about supporting LGBTQIA+ folks, a first step could be educating ourselves. That's why I would like to give you a brief overview of what **LGBTQIA+** means and where **Pride Month** comes from.

### LGB-what?

Pride Month is all about the LGBTQIA+ community. Or, as some might say, LGBT. Or: LGBTQ+. But where do these terms come from and what do they actually mean?





Lisa Borchert > Diversity & Inclusion @Hailo

07/05, 2:06 PM



Hey all ☀️

You are now able to add your pronouns to your Zoom & Slack profiles.

### Why should I add my pronouns to my profile?

Gender pronouns are the terms people choose to refer to themselves. Using a person's correct pronouns fosters inclusion, makes people feel respected (like on Instagram and such), you help making sharing pronouns normal. Being misgendered can threaten the person's mental health.

### Zoom

- 1 Sign in to the Zoom web portal.
  - 2 In the navigation panel, click Profile.
  - 3 On the right side of your name, click Edit.
  - 4 In the Pronouns field, enter your pronouns.
  - 5 In the How would you like to share your pronouns? drop-down field:
    - ⚙️ Always share in meetings and webinars: Your pronouns will appear in the meeting host list for.
    - ⚙️ Ask me every time after joining meetings and webinars: You will be asked for your pronouns when you're the host or panelist for.
    - ⚙️ Do not share in meetings and webinars: Your pronouns will not appear in the meeting host list for.
- 👉 Note: Even if you choose not to share your pronouns in meetings or webinars, your pronouns will still be visible in the Pronouns field.

### Slack

- 1 Click or tap your profile photo in the top-right of your screen.
- 2 Go to Edit profile and scroll down until you see the "Pronouns" banner.
- 3 Add your pronouns and click Save Changes when done.

Thanks Bo for activating these features 🙌

Wanna know more? [theconversation.com/what-are-gender-pronouns-169025](https://theconversation.com/what-are-gender-pronouns-169025)



First Name

Last Name

Display Name

Enter a name (e.g. your first name, full name, or nickname) that will be shown to others on Zoom

Pronouns ?

How would you like to share your pronouns?

Pronouns are always visible to your contacts on your profile card

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nelist for. ars that

n in the





Diversity & Inclusion @Haiilo > Hamburg Office

06/01, 2:19 PM



Hey everyone! 🌈

Quick info: In addition to restrooms for females and males, we now have toilets **for everyone** in the Hamburg office on the 5th floor. We did that because we want everyone to feel **welcomed and safe** at Haiilo, no matter which gender they identify with or if they identify with any at all.

We will **not change the other restrooms** in the Hamburg office in the near future. Unisex toilets stand for tolerance and equity on the one hand. On the other hand, there are also people who feel uncomfortable or even unsafe when sharing such a place with people of the opposite sex.

Thanks, [Anna](#) for your design and the quick realization! 💪

This post was edited 3 months ago.



👍 Like ➦ Share



👍 Anita ... en and 41 others





**Jonas** > **Diversity & Inclusion @Hailo**  
07/13, 7:35 PM

Hey everyone,  
since we recently brought this nice and also in my opinion very important community to life, I will share some insights from a customer meeting today here, which then maybe can be shared with our development team as well.

Today one of my contacts was wondering, if we already handle the gender topic on Hailo Home. I was quite confident that we already do so, but then quickly realized that we actually don't. For example on pages it only says "Abonnenten" not "Abonnet:innen". Are there any plans on changing this sometime in the future?...

[Read more](#)

👍 Liked ➔ Share  

👍 You, Mariam and 13 others 1 share

**Lisa Borchert** 07/13, 9:31 PM  
Thanks for sharing **Jonas** ! **Sven** and I recently talked about that and will inform you, once we decided on how to proceed here. Please let us know if you get more of those requests.

👍 6 👍 Like Reply

**Christian** 07/14, 8:41 AM  
Had this request for sure 5+ times. However, it was never so crucial that it was followed up by the Lead.

👍 7 👍 Liked Reply

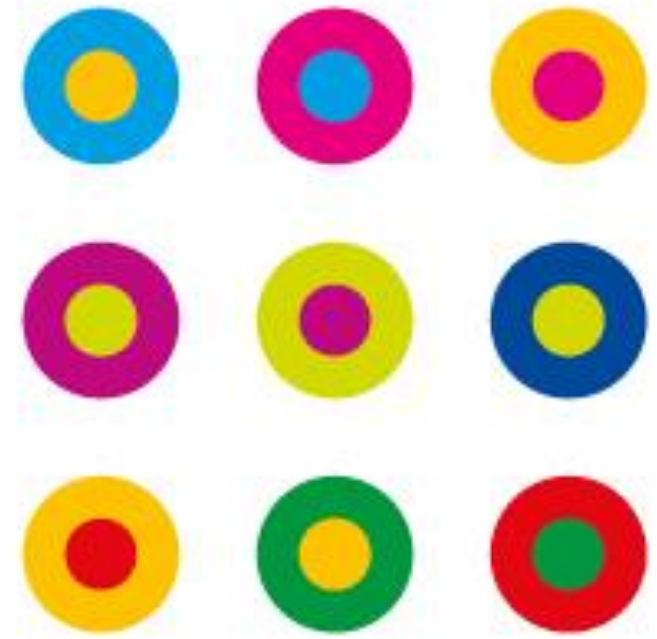
**Diversity & Inclusion @Hailo**  
06/02, 9:13 PM

 Time to speak up 

Employer Branding and Design created some beautiful banners that you can use for your LinkedIn profiles in case you want to raise awareness this special month ❤️







# charta der vielfalt





Are there any D&I  
**actions** within  
your company  
you know about?

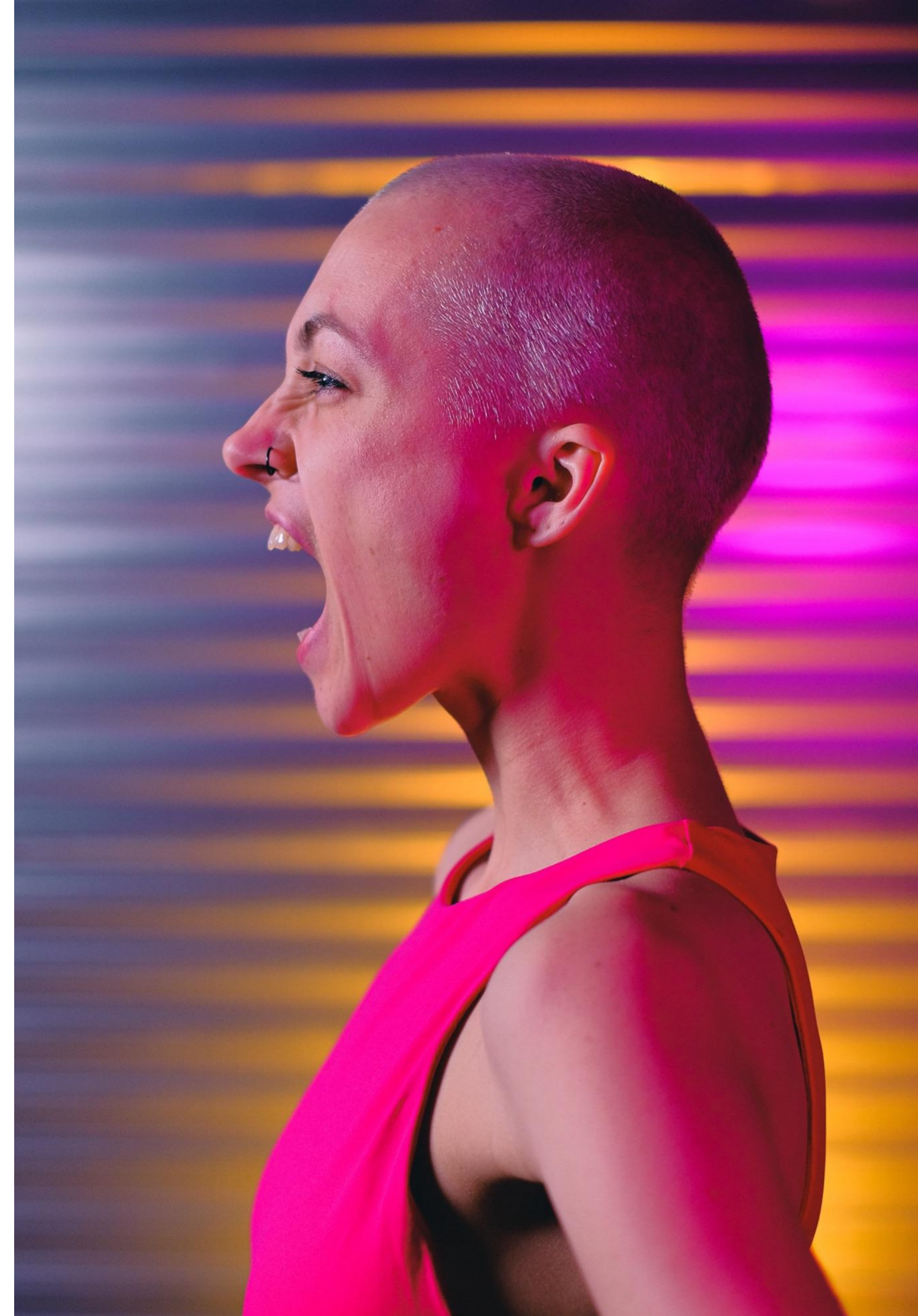


# Top 5 recommendations and key learnings



# Let people apply for the role

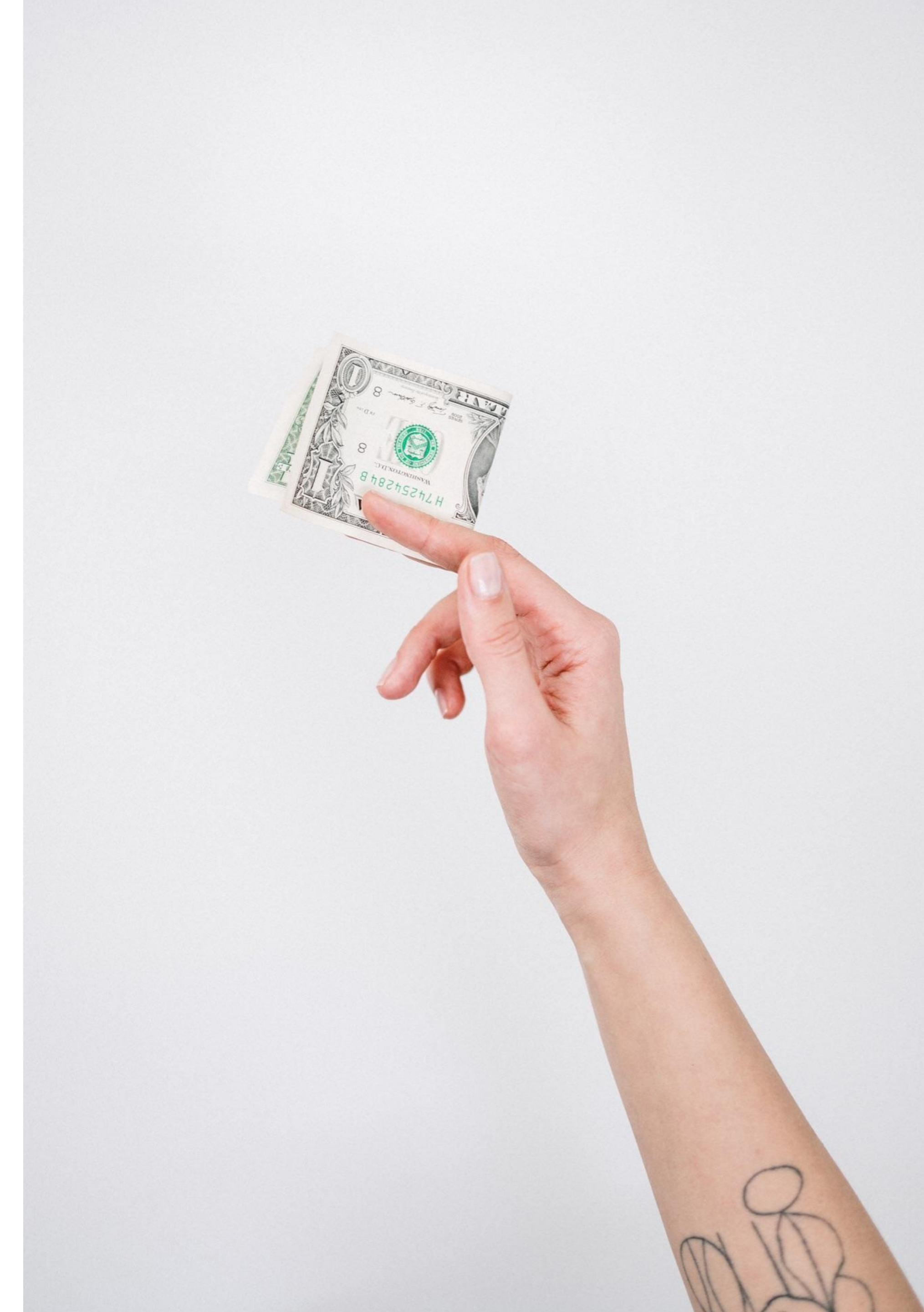
A D&I officer needs a strong **WHY**. They have to **speak up** for people and stay persistent – also in front of higher management and **C level**, which can be tough.





# Don't start without a (real) budget

Building an inclusive workplace can get **expensive**. Besides trainings, keynotes, and other initiatives, you might need **more than one person** to become a diverse organization.



# Trust them and have their back if needed

Align on what diversity means and contains and trust the selected person to do their best. Have their back if something goes wrong – you all will make mistakes.





# Do not overthink

Diversity is complex but **no rocket science**. You don't need a killer strategy to succeed in this role. Just get started with what you have and grow from there.





# Don't expect things to be changed by tomorrow

It can take some time for the first effects to show. Things will not change overnight. Try to focus on awareness and education. Also: accept that **you'll never reach everyone** with your messages.







Anything else **you** think is  
important for setting up the  
D&I officer role?



# What **you** can do to drive that topic in your organization





**Ask** your D&I  
people how to  
support them

Don't  
underestimate  
**your power**

Add your  
**pronouns** to your  
profiles

**Educate**  
yourself



**Speak up**  
if you see  
something wrong





When was the last time you  
(didn't) **Speak up?**



Lisa Borchert







# What comes next



Interview series "how to be an ally"

Unconscious bias training

Gender-neutral language

Budget planning 2023

Internal female leadership programme

D&I ambassadors

Female Empowerment Network

Implement D&I in company onboarding