

VIRTUAL
EVENT

CUSTOMER CONTACT VIRTUAL

A Frost & Sullivan Executive MindXchange
September 21-24, 2020

General Session:
Trudy Bourgeois

#CCVirtual



DIVERSITY

The root word of diversity is from the **Latin**, "diversus" which means "various". Today we use it to describe an amalgamation of people, traditions, cultures and ideas.



INCLUSION

The action or state of including or of being included within a group or structure. Every employee feels welcome, valued and can authentically engage

**If you do not
intentionally include,
you will
unintentionally
*exclude.***

Source: joegerstandt.com

What Can You Do to Become More Inclusive?



The Head

Gain an intellectual appreciation for the strategic importance of becoming culturally competent and the role that unconscious bias plays in hindering or helping you to become inclusive



The Heart

Personalize the need to build new capabilities to connect across differences through community culture conversations



The Hands

Engaging with confidence and courage to take action to mitigate bias and create environments where every employee can thrive