



Elevate
your people.

Employee-led D&I Strategies for a truly Inclusive Workplace

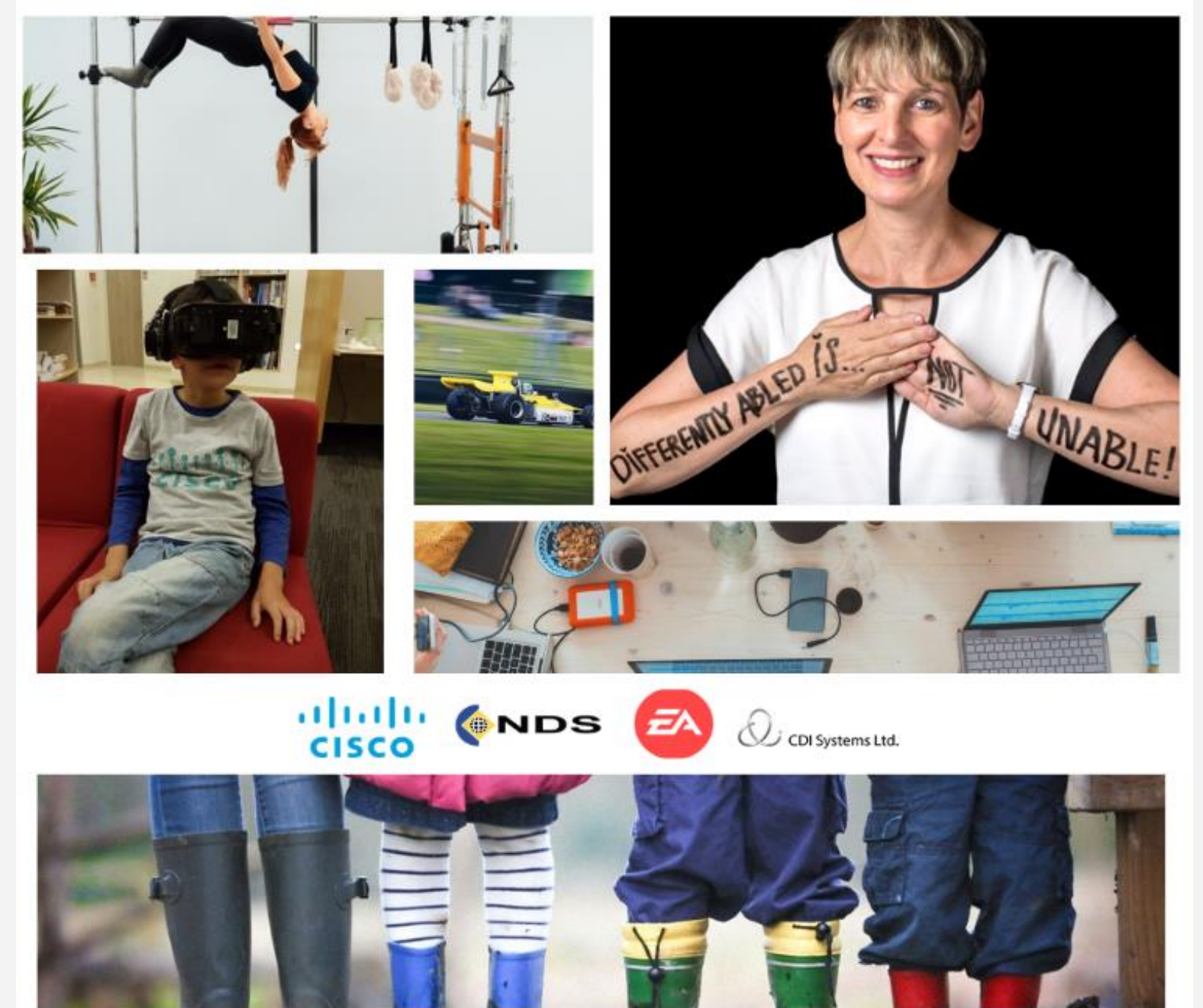


Nurit Hattab
Co Founder & CEO, The DEI Code

Bongu!

Nurit Hattab
Co Founder & CEO, The DEI Code

- Named Top 20 DEI Champions
- 15+ years shaping DEI, L&D & Leadership
- Expert in linking DEI to Business & Culture results
- Global strategies tailored with local execution









At The DEI Code,
we decode what drives respect at work.
Turning inclusion to impactful growth.

Trusted by global tech & industry:

Next Ins., HP, *Western Digital*, *Intel*, *SentinelOne*, *Monday*, *PayPal*, *Apple*, *WIX*,
Amdocs, *BMT UK*, Pharma companies, and many others

Our agenda for today

-  A new lens
-  A wake-up call
-  A challenge
-  A gift

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➤ A new lens

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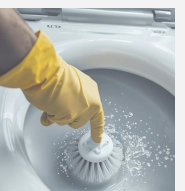
Would You Rather...

Clean a toilet **OR**
ask a coworker for help?

30%



**1 in 3 employees admit
they would rather clean a toilet
than ask a coworker for help***



* Social Muscle Report, a 2024 Priority Group study of workplace behaviors

**The future belongs to
those who bring what
machines cannot:
Cultural fluency, Empathy,
Ethics, and Storytelling**



**From Org
charts**

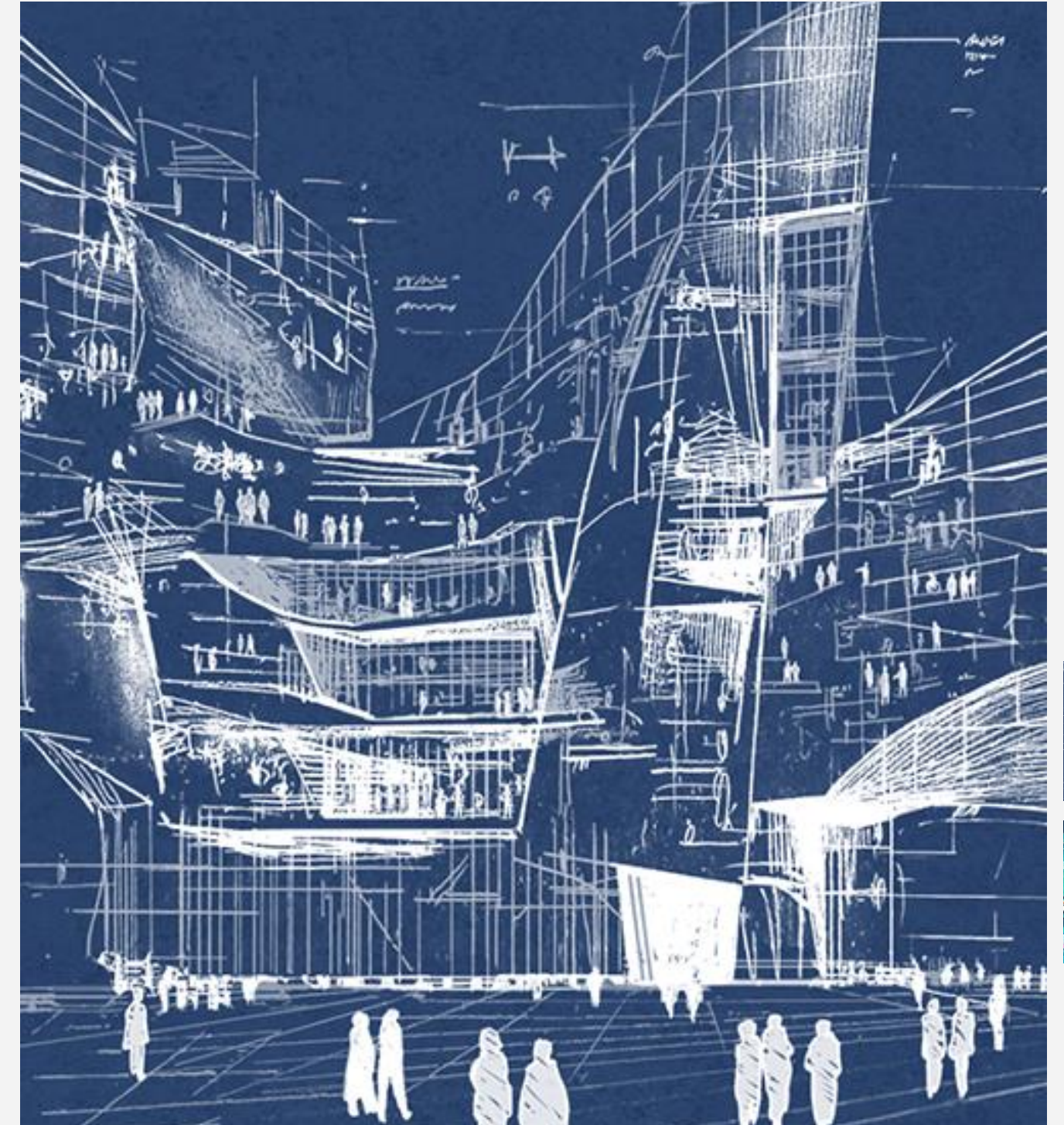


Work charts

From Teams



Communities



Traditional top-down solutions are not enough



**Weakened Social
Dynamics**



**Being Human in an
AI World**



**Work Flows across
Silos & Hierarchies**

The State of DEI in the room



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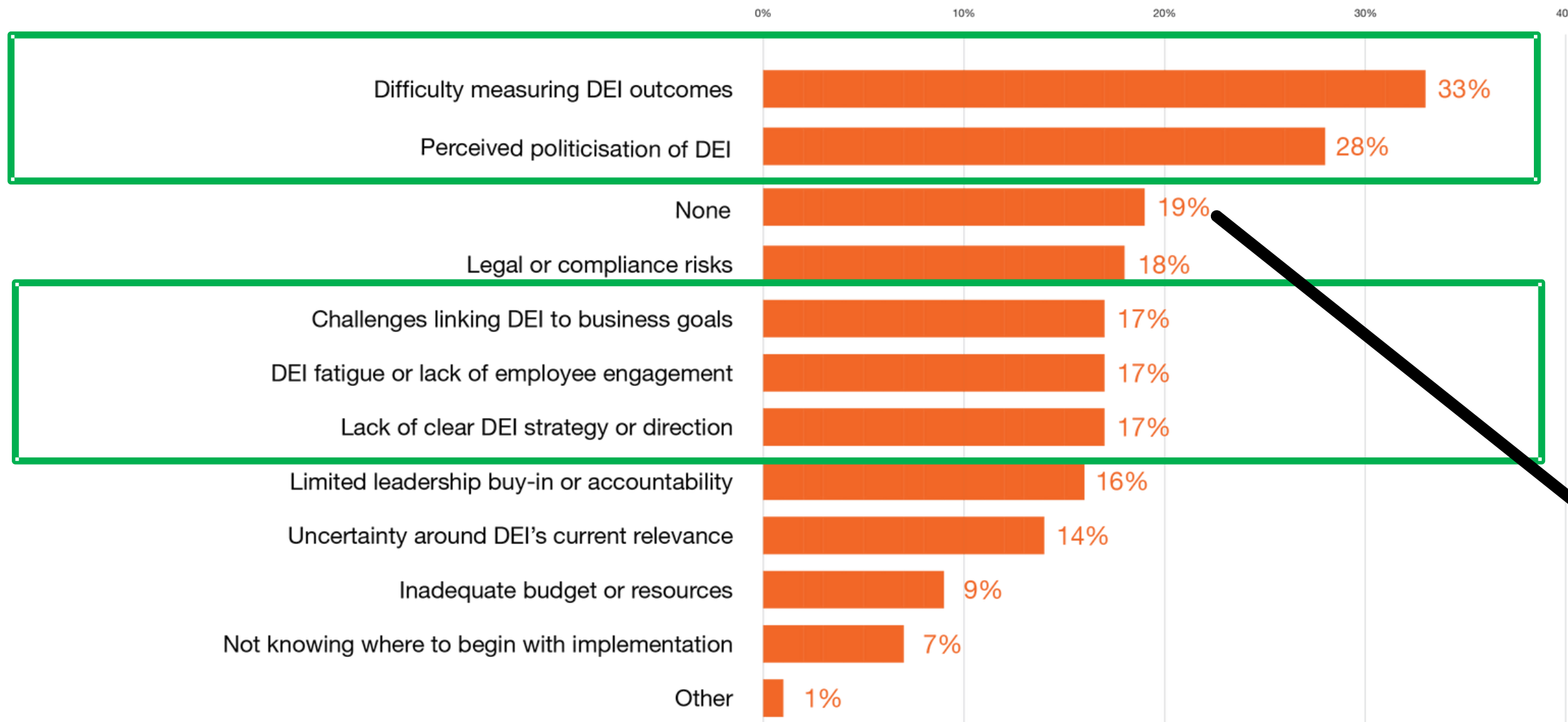
Where would you place your organisation in terms of Diversity, Equity and Inclusion (DEI) maturity? (Select the statement that best reflects your current organisational reality)



Strong value, awareness & integration of DEI



What are your top DEI-related concerns as an HR leader or executive?



You know its crucial but find it hard to measure and prove impact

(well, maybe not all of you 😊)

A new lens

➤ A wake-up call

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What are Employee-led DEI strategies?

Initiatives driven by employees themselves, often outside of formal “DEI” structures or titles

Employee-led Inclusion in Action: 5 Everyday Drivers



*Voice &
Visibility*



Peer Culture



*Feedback &
Growth*



*Access &
Equity*



*Design &
Innovation*

Employee-led Inclusion in Action: 5 Everyday Drivers



Voice & Visibility

Storytelling campaigns,
podcasting employee
experiences, cultural
celebrations



Peer Culture

Culture Ambassador
programs, inclusive
onboarding buddies



Feedback & Growth

Peer mentoring circles,
feedback labs, “stay
interviews” with/by ERGs



Access & Equity

Identifying friction points in
everyday processes



Design & Innovation

Product feedback from
employee communities,
inclusive UX testing

The RISE Model



REPRESENTATION

Who gets invited in?

R



INCLUSION

Whose voice shapes the agenda?

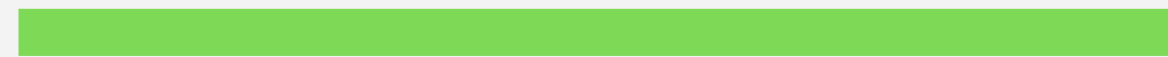
I



SPONSORSHIP/MENTORSHIP

Who`s speaking on whose behalf?

S



EQUITY

Who gets what they truly need?

E

The RISE Model

Asking the right questions



REPRESENTATION

How are employees support expanded reach to new talent?

R



INCLUSION

How are employees surface signals of belonging?

I



SPONSORSHIP/MENTORSHIP

Who benefits from these programs, and how do we measure it?

S



EQUITY

What barriers are visible to employees but not always seen by managers?

E



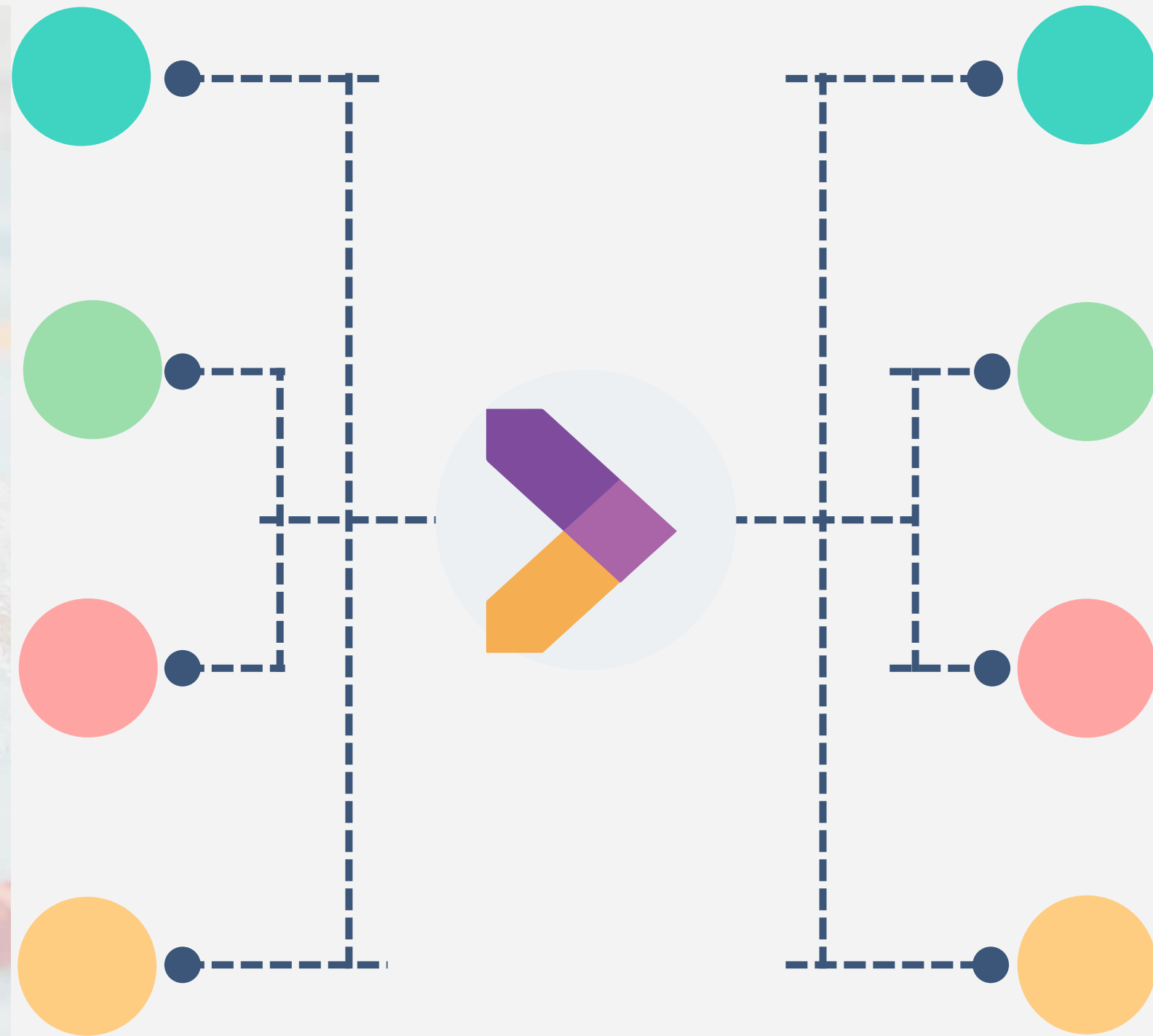
Case study #1

LEADERSHIP
No leadership involved in DEI work, all owned by HR

CULTURE
Decline in "sense of belonging" with high attrition

EMPLOYEE ENGAGEMENT
Same people attending events or volunteer. **DEI fatigue**

INNOVATION
No diversity in cross functional ideation & innovation teams



LEADERSHIP
CEO communication include **personal experiences**

CULTURE
Lower attrition and higher sense of "Psych Safety"

EMPLOYEE ENGAGEMENT
4 new Employee Groups and a new ERG Leaders forum

INNOVATION
Award winning employer brand and innovation campaigns led by employees

Case study #2

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Metrics that Matter: From Success to Impact in Employee-led D&I work

Success vs. Impact

SUCCESS

The implementation of D&I initiatives

Immediate, short term, tactical indicators of activity/engagement (Effort, visibility, participation)

- Did people show up?
- Was the event a success?

IMPACT

Real, measurable change aligned to business / cultural outcomes

Mid-long term strategic indicators of behavioral, structural, or cultural change (Retention, innovation, belonging scores)

- What changed as a result?
- Who benefited? How is this sustainable?

**What measurements do you use in your organization
- is it more Success or Impact?**

Where could employee-led initiatives be most *successful* and make the biggest *impact*?

Strategy	Success Metric	Impact Metric	RISE alignment
Employee-led Diversity Council			
Culture Ambassadors Program			
Inclusive Holiday Celebrations			
Employee Resource Groups (ERGs)			
Innovation labs /DEI Hackathons			
Listening forums			

Design for impact and **RISE** to the challenge





Create the Space

Build informal and formal platforms co-designed with employees



Map to RISE

Anchor initiatives in business goals, team culture and values



Design for Impact

Track both success and impact and scale what works

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Only for you!



**Free guide - The 5 myths of
Employee-led D&I work**



**Limited - 8 Free consultation
meetings in the next 4 weeks –
Book today!**



Grazzi!



The DEI Code

INCLUSIVE HABITS • DIVERSE PERSPECTIVES • WINNING CULTURES



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