

# COURAGEOUS INCLUSION DEVELOPMENT PROGRAMME CASE STUDY

## OUR SOLUTION: DEI DEVELOPMENT PROGRAMME

Evosis already had a well-established development programme.

However, the programme is most impactful when adapted to each organisation in which its run. Together, key members of Strengthscope®, with AI, defined the outcomes wanted from the programme.

## BACKGROUND

In the wake of the increased visibility of societal inequalities, highlighted by the impact of Coronavirus and the Black Lives Matter movement, Strengthscope wanted to respond with a statement of anti-racism. Beyond that they wanted to advance their practice across the whole span of inclusion.

Strengthscope® already had a head start, their psychometric platform to reveal the unique strengths of people across the world enabling them to bring their most authentic and inspired selves to work and to life every day. Employees at Strengthscope® were therefore already very used to valuing personality differences in others. The key challenge was to expand beyond personality to a more holistic view of inclusion, incorporating other aspects such as identity differences. This aim would help them become more inclusive as an employer, partner, and provider.

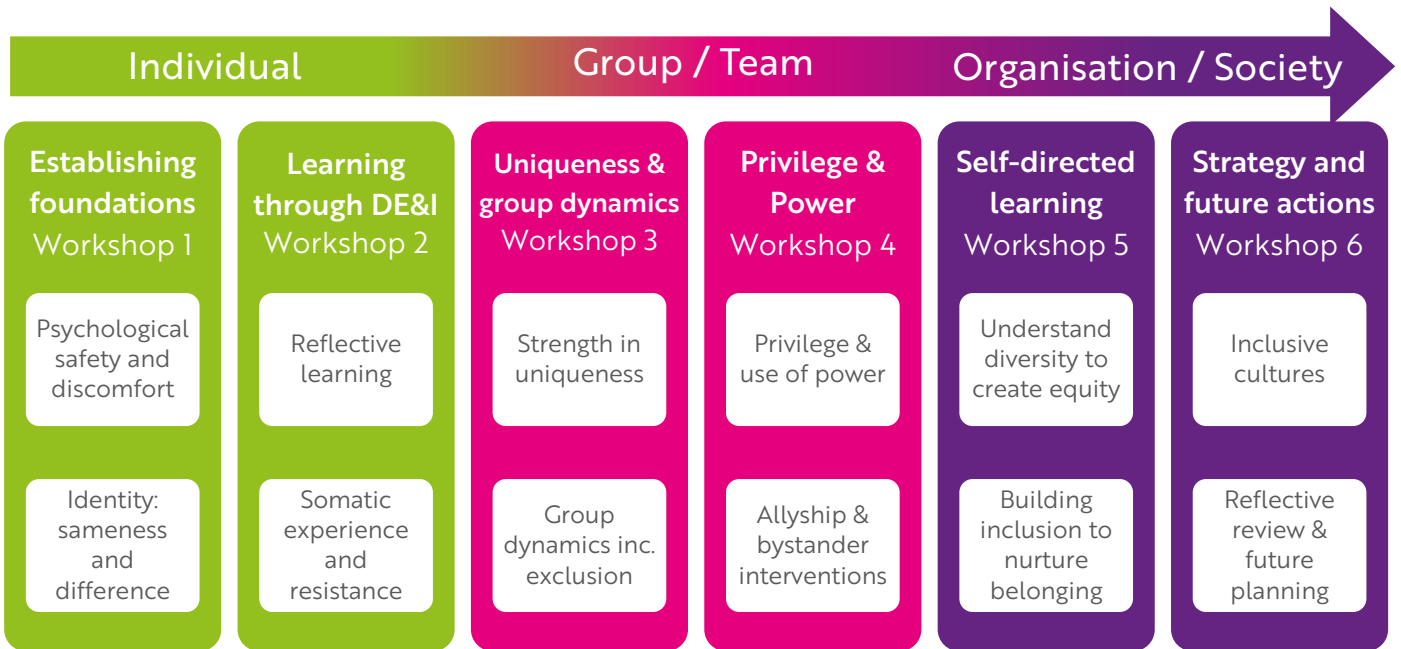
## STRENGTHSCOPE® PROGRAMME DESIRED OUTCOMES



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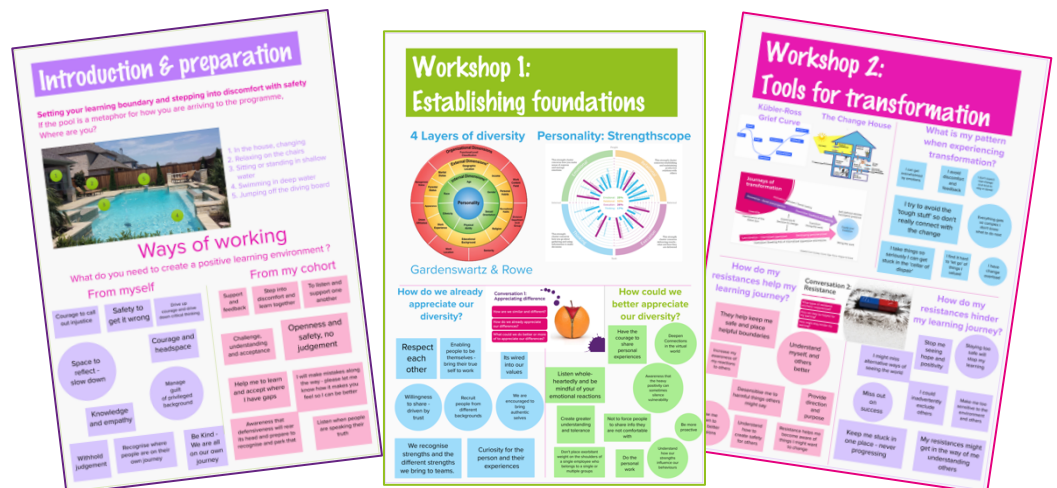
## THE COURAGEOUS INCLUSION DEVELOPMENT PROGRAMME

All 25 employees at Strengthscope® attended the programme. The programme consisted of 6 x 2-hour workshops (see graphic below), run virtually over 8 months (October 2020 - May 2021). Each workshop included content, multiple opportunities for conversations in varying sized groups and personal disclosure from AI and attendees relevant to the topics. The attendees also continued their conversations, research, and application in-between sessions. Conversations, content, and resources were all captured using a virtual whiteboard tool which served as an ongoing record of the groups' development. This was useful too brief new members of the team and now the programme has ended.



The programme structure has since been improved.

RIGHT: Virtual Whiteboard examples included in the Courageous Inclusion Development Programme



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## What would you say to anyone considering investing in this programme?'

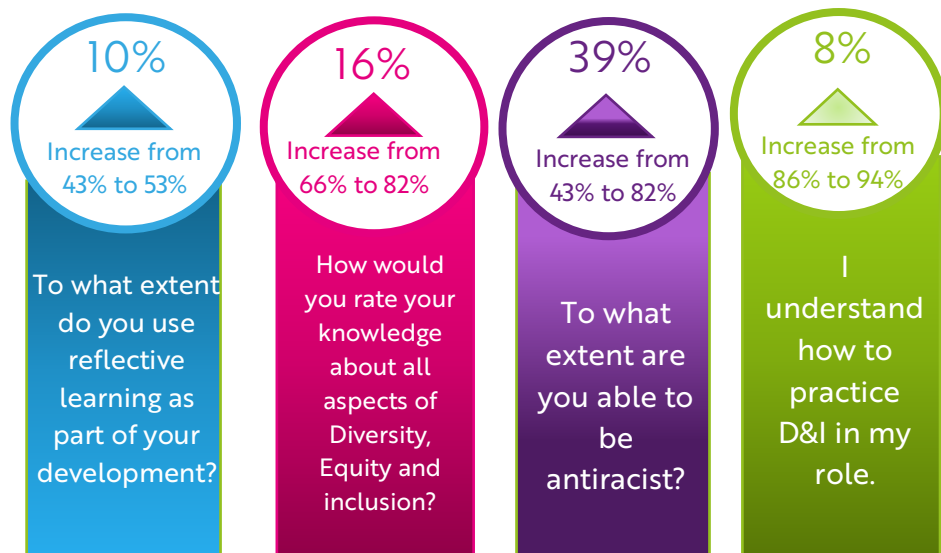
Dr Paul Brewerton, Founder & Chair of Strengthscope®, said:

"I have found the programme genuinely transformational. I have learned so much about DEI issues, how to be more inclusive in my interactions and practice, the importance of language, how to use my privilege for the benefit of others, to name but a few. I know that I am still only taking baby steps, but I absolutely feel committed to doing more around DEI at Strengthscope and outside and I would like to thank Alison for being a major part of that journey.

If you want to create business value by developing a more inclusive, open, honest, positive culture, the Courageous Inclusion programme has to be right up there on your priority list. I can't recommend the programme highly enough."

## OUTCOMES

Strengthscope® already had great results for inclusion and belonging in their annual employee survey and a culture measure. We therefore knew improvements would be difficult to gain. Indeed, we anticipated some measures would reduce, based on increased awareness of Diversity, Equity, and Inclusion and all of what they entail in practice. We collected responses to the following questions before and after our programme.



And here are a couple of measures which decreased. Ultimately, we were all pleased with this. We would suggest the possibility of being 100% intentionally inclusive, all the time, of all diversity (especially when you apply a global lens) is impossible. So, the reduction from 100% to 88% feels positive. Similarly, we are pleased that people will hopefully be more motivated to build intentionally more diverse and inclusive professional networks.

