DEI
DIVERSITY • EQUITY • INCLUSION

Diversity, equity and inclusion (DEI) is a term used to describe policies and programs that promote the representation and participation of different groups of individuals, including people of different ages, races and ethnicities, abilities and disabilities, genders, religions, cultures and sexual orientations. This also covers people with diverse backgrounds, experiences, skills and expertise.

The Cayuga County Convention and Visitors Bureau is committed to fostering an inclusive destination. We encourage and support best DEI practices in all our tourism partners.

Diversity

Diversity is the presence of differences that may include race, gender, religion, sexual orientation, ethnicity, nationality, socioeconomic status, language, (dis)ability, age, religious commitment, or political perspective.

Equity

Equity is promoting justice, impartiality and fairness within the procedures, processes, and distribution of resources by institutions or systems. Tackling equity issues requires an understanding of the root causes of outcome disparities within our society.

Inclusion

Inclusion is an outcome to ensure those that are diverse actually feel and/or are welcomed. Inclusion outcomes are met when you, your institution, and your program are truly inviting to all.

Key Takeaway

Diversity is about differences, equity is about providing equal access, and inclusion is about fostering a sense of value and empowerment in employees.
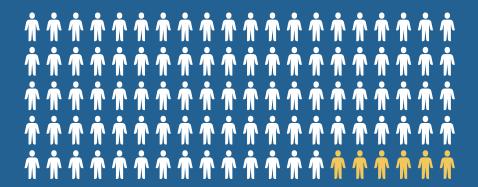
8 Best Practices

TO HELP CHANGE THE WORKPLACE CULTURE

1. Establish a sense of belonging for everyone

2. Empathetic leadership is key

3. A top-down approach isn't enough

4. Quotas don't automate inclusion

6. Maximize joy and connection, minimize fear

7. Forget 'fit' and focus on helping individuals thrive

8. Consider your brand

ISource: https://www.cio.com/article/3262704/diversity-and-inclusion-8-best-practices-for-changing-your-culture.html

TOUR CAYUGA in the FINGER LAKES

1. Establish a sense of belonging for everyone

For each individual to bring their best self forward, a sense of belonging must first be established. Having a connection to an organization or group of people that makes you feel you can be yourself not only results in greater engagement and creativity in the workplace, it's a psychological need.

TO HELP CHANGE THE WORKPLACE CULTURE

2. Empathetic leadership is key

Diversity and inclusion are often treated as a single initiative owned exclusively by HR. But for real change to happen, every individual leader needs to buy into the value of belonging — both intellectually and emotionally.

3. A top-down approach isn't enough

From senior leaders to frontline employees, every individual must see and understand their role in company culture. This means identifying differences in employee experience and values across the organization so that change can be made relevant for each person and knowing that lasting change must activate different parts of the system — top down, bottom up, and middle out — in different ways.

4. Quotas don't automate inclusion

Hiring goals may boost diversity numbers, but this won't automatically create an inclusive culture. To retain and nurture top talent, it's critical to take an honest look at the end-to-end employee experience, with an eye toward creating conditions that promote inclusion on a daily basis.

6. Maximize joy and connection, minimize fear

People are wired to react with fear and distrust when their beliefs are challenged. While fear can be a powerful motivator, it also encourages people to narrow their perspective — the opposite desired effect for creating a more inclusive workplace. Finding ways to frame challenges through a lens of possibility — and elevating the power of shared experiences and storytelling to do so — creates greater potential for positive change.

7. Forget 'fit' and focus on helping individuals thrive

The norms, power structures, and inequities in society can easily become embedded in an organization — optimizing to hire, train, and reward people who "fit." Creating a culture where every individual can contribute their full potential requires investigating the systems and processes in your organization to uncover sore spots and blind spots, and then finding ways to reimagine them.

8. Consider your brand

As in any transformation effort, brand and culture are intimately connected. The products and services you put into the world reflect your values — and your biases.

In the journey toward building a more inclusive organization, it's important to consider the relationship between what's happening inside and outside your company. What is your brand saying about who you are as a culture? In what ways is your employee base not congruent with your customer base?

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DEI

Diversity, Equity & Inclusion

a conceptual framework that promotes the fair treatment and full participation of all people, especially in the workplace, including populations who have historically been underrepresented or subject to discrimination because of their background, identity, disability, etc.