**What It Is**

- **Diversity** is represented by people and allows for greater variety of perspectives, skills, experiences and expertise to contribute to your organization’s work.

- **Inclusion** is the process and practice of actually including that diversity in your organization.

- According to the [Canadian Centre for Diversity and Inclusion (CCDI)](http://www.canadiantclarity.com), “diversity and inclusion are about capturing the uniqueness of the individual; creating an environment that values and respects individuals for their talents, skills and abilities to the benefit of the collective.”

**Why It’s Important**

- Increasingly workers are seeking employers who actively promote inclusion and diversity in the workplace.

- Business strategy to recruit and retain the necessary talent to grow and offset baby boomer retirements.

- Positive impacts on work environment, financial returns, overall business strategy and corporate reputation.

- Internal benefits include:
  - Varied perspectives
  - Better problem solving
  - Larger audience (customers, stakeholders, suppliers)
  - Increased number and variety of job applicants
  - Higher profits

**What You Can Do**

- Assess your organization’s existing level of diversity and inclusion—do you reflect the market in which you operate?

- Demonstrate your commitment and be open internally as to where you see room for greater inclusion and diversity.

- Listen and respond to staff about their suggestions for improvement.

- Make inclusion and diversity part of your external communications to demonstrate commitment and tangible results.

- Recruit from a broader cross section of society—especially from amongst audiences where you are less well-known and respected.

- Recognize and celebrate the diversity in your workplace—make it part of your corporate culture.

**Resource Links**

- [Canadian Centre for Diversity and Inclusion](http://www.canadiantclarity.com)
- [Glassdoor](http://www.glassdoor.com)
- [Alliant University 4 Types of Diversity](http://www.alliant.edu)
- [Forbes](http://www.forbes.com)
- [McKinsey & Company](http://www.mckinsey.com)
- [Canadian Construction Association](http://www.canadianconstructionassociation.com)
- [Pembina Institute](http://www.pembina.org)
- [PetroLMI](http://www.petrolmi.org)
- [Equalby30.org](http://www.equalby30.org)