

The Challenges of Inclusion and Diversity in organizations

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Introduction

Inclusion is said to be the action of including. Moreover, its meanings include enclosing and comprehending. In inclusion, individuals are committed to inclusive and non-discriminatory practices. Inclusion is an organizational practice and effort according to which different groups of people and different individuals having different backgrounds and diverse cultural norms and values are socially accepted and treated equally.

The changes can be of different types; they may be due to religion, race, ethnicity, gender, age, origin, country, marital status, etc. These differences could be due to educational background and training. Moreover, it could also include an individual's nature, like introverts or extroverts. Inclusion is said to be the sense of belonging. This sense makes the employee feel respected and valued so that they feel like a member of a group or company. Having this sense, people can feel a high level of supportive energy, which makes them work harder and better to achieve their mutual goal. Inclusion makes people feel valued and motivated toward work, they are told be an important factor in the success of the company. Evidences shows that when people are owned by the company, they feel valued and motivated, thus they work at full capacity and feel as a member of the organization's mission. A culture like this helps increase the performance of the employees to the maximum. (Roberson, Ryan, Ragins, 2017)

Diversity is said to be a dimension that is used to differentiate between different groups and people from various others. In short, it is all about empowering employees by valuing everything that makes them different from others. Whether the factor of difference is age, ethnicity, culture, religion, gender, or anything else.

Diversity helps in exploring the dimensions of differences in a positive way. It consists of completely understanding one another and ensuring the values of each and every individuals are safe (Hunt, Layton, Prince, 2015).

Diversity is said to be the condition of being composed of different elements. The meaning of word diversity is variety. Specifically diversity is the inclusion of different types of people having different races and cultures.

Diversity and inclusion is a challenge for any organization, specifically for those organizations where the culture previously was less diverse and authoritative. Treating all the employees fairly can

maximize the effect the productivity of the employee.

Analysis

The true goal of any organization in diversity activities is to grow and raise the specific population in order to effectively collect the maximum advantage of the diverse nature of people. Organizations that hire diverse kinds of employees are said to be more successful than the ones that hire more particular kinds of employees (Downey et al., 2015). Diversity is the key to success because having different kinds of employees or having employees with different cultural backgrounds means having more ideas and solutions to the problem because people of different natures tend to solve the problem their way, which sometimes makes it easier to grab the best idea. Problem-solving is very easy when using this perspective. Organizations with diverse kinds of employees are more likely to be successful at driving the company to the elevation and increasing innovation. We can analyze cultural inclusion and diversity by going through different TV ads.

A brand Named H&M advertised its product in a very racist way, a black kid was wearing a hoodie written “Coolest Monkey in the Jungle” on it, this ad raised many voices. Celebrities from all over the world pointed out this racist fact and showed anger at this terrible act. The brand then apologized to everyone, removing the picture from all the H&M channels. The brand was further asked to give a statement, “We agree with all the criticism that has been generated; we got this wrong, and we know it and agree on it. We appreciate the support of those who have seen our product images, and the promotion was not intended to cause anyone offense.”

Another Ad On TV Showed This Racist Aspect

After the H&M got dragged for publishing a black kid written monkey on it, Amazon has also become the part of critics on the slogan “Slavery gets shit done”. People were so annoyed by this ad that they were offended, and the product was reported by several people as an unethical way of marketing the products and raising racism among the people. An Amazon speaker said about the marketing sellers, “The market sellers must follow the guidelines for selling, and those who do not follow the strategies will be subjected to account termination.” The post was removed from Amazon’s website, and the products in question are not available anymore. Unfortunately, the internet never forgets such things.

Many human rights organizations came to Amazon complaining about the insensitive nature of the online retail stores.

Another ad became subjected to criticism; the brand name is Wycon, which has recently released a gel nail polish shade into the market. The shade was called “Think as Nigga”. As this shade was black. Other similar brand products were named as “Lap Girl” and “Dirty Talk”, but the black shade portrayed a very negative racist impact on the environment.

After being caught the brand renamed the products on just numbers, each shade was assigned a different number. The brand never apologized for the shade name, and just said “Sorry you felt that way”. The company was not sorry for the act they did, they just portrayed the message that the consumers got it wrong.

Another brand name, Shea Moisture, made a commercial for a hair care product. The ad showed three women, one black and two white, the white women had a blond and a red head. The black woman is shown talking about how people in the past used to make fun of her due to her hair. The ad continued with the two white women who were also grieved about their hair in the past. Some of the black women felt that the Shea moisture was turning its back on the black women. This ad was part of huge criticism, as the black women usually have much thicker and kinkier hair than the women in the ad.

There is another brand who portrayed the fact of racism in the market, the brand is named as Dove. The ad showed that the a black women wearing a brown shirt on her, the women then pulled the shirt over her head and turned into a white women in a beige shirt, this add was portraying the fact that women had become cleaner using Dove.

This was a very negative message to the market, showing black girls are not clean. After this act, Dove apologized and removed the offensive ad from the site.

There was another TV commercial ad that became very disastrous in terms of racism. A company named Qiaobi showed an ad in 2016; they released a commercial in which the black is washed out of a man. In short a Black man whistles on an Asian woman, the man had white paint marks on his face.

The women gave an indication to come closer and pulls the black man towards her as if she’s going to kiss him. But she pulled him into the washing machine with the detergent in it, after sometime a white man came out of the washing machine. This ad showed racist factor that the detergent is able to clear the black out of the man. The Qiaobi then asked for apology for the ad and removed it from the site. The ad was removed after running on TV for a month.

Many other big companies like Apple, Starbucks and Marriot are also practicing the rules of diversity and inclusion. They mention their diversity as the main cause of success, they hire people of every nation and religion in order to capture maximum ideas. They feel proud to mention their diversity as an important aspect of their workplace culture.

Strategies For Changing And Creating Conditions For Work Inclusion And Participation.

There are several strategies that are favorable in making the work environment favorable to diversity and inclusion (Benschop et al., 2015). First of all if the organization has successfully modified the process of recruiting new employees and hiring practices to capture a more diverse nature of

employee and audience. The step after that is to engage them and support them as their own employees.

Following are the steps that are involved in making a most suitable environment for the employee to support diversity,

- The workplace culture
- Diversity training
- Mentoring

Describe How You Will Implement Them.

When employees feel that they cannot be real at the workplace, they will not bind themselves to the team and will not work effectively and efficiently on the task they are assigned. In order to occupy them thoroughly to the work environment, the company culture should be designed in such a way that it favor the employees commitment and consent, moreover it should also value the employees view and nature (Davis, Frolova, Callahan, 2016). Leaders play an important role in developing the organization's culture. Leading it toward diversity and inclusion. There should be a proper mechanism for feedback as well as open communication. Everything should be transparent, and all employees should respect the norms and values. There should also be an educational approach for this purpose; fears of people should be negated by addressing it to diversity.

Conclusion

To conclude, the actual goal of any organization in diversity activities is to grow and raise the specific population in order to effectively collect the maximum advantage of the diverse nature of people. Organizations should hire diverse kinds of employees in order to be more successful than the ones who hire more particular kinds of employees (Nkomo, Hoobler, 2014). Diversity and inclusion are a challenge for any organization, specifically for those organizations where the culture previously was less diverse and authoritative. Treating all employees somewhat can maximize their productivity. Diversity is the key to success because having different kinds of employees or having employees with different cultural backgrounds means having more ideas and solutions to the problem because people of different natures tend to solve the problem their way, which sometimes makes it easier to grab the best idea. Problem-solving is very easy when using this perspective. Diversity in the workplace is very important not just for the employees but also for the good of companies. With a diverse working environment, everyone will work open-mindedly with their colleagues. Moreover, a diverse working environment can benefit the workers and help the company grow faster and become more successful. Companies compete with other companies and bring in new customers by making their companies diverse and inclusive.

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