

The Inclusion Habit®

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The Inclusion Habit® – Overview

The Inclusion Habit is a mobile-friendly, evidence-based solution that focuses on **changing behaviors and habits** via MicroCommitments and Reflective Stories.



Expand Your Comfort Zone

Interacting with colleagues socially takes you beyond superficial discussions. It will enhance your understanding of their ideas and perspectives. Not only will this new connection improve your working relationship, but you might even make a new friend.

Invite a colleague you wouldn't normally ask to have coffee or tea. As you are finding out what your colleague finds important remember to share what you truly care about.

I commit



Notice Commonalities

No matter how different we seem, remember that as human beings there is significant overlap in our hopes, desires, dreams and fears. In fact, we all believe we have the basic rights of health, justice, education, safety and love and belonging.

Challenge yourself to identify what you have in common with those with whom you interact today. Asking open ended questions will help you find similarities.

I commit



The Halo Effect

The halo effect is when our overall impression of a person influences how we think about that person's character. For example, we determine overall the person is "nice" and then conclude that she is also "smart".

Pay attention when you encounter someone new today. Do you conclude specific information from your overall impression? Think critically about whether the specific conclusions are warranted.

I commit



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The Inclusion Habit® – Habit Building Phases

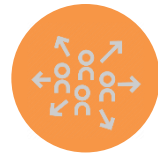
Inclusion Matters

Instill a belief the new habit has benefit.



Transform Mindset

Redirect defensive effort to positive change.



Change Intuition

Reprogram systematic errors/overwrite biases.



Recognize Bias

Provide tools to identify and measure bias.



Think Slowly

Practice aligning actions with values & intentions.



Enhance Empathy

Hone inclusivity of unseen diversity.



The Inclusion Habit® – Pilot Engagement



The Inclusion Habit® – Continued Engagement



The Inclusion Habit® – Case Study

A Fortune 100 financial services firm employed **The Inclusion Habit®** to support their Diversity, Equity, Inclusion and Belonging initiatives.

These are their [engagement metrics...](#)

Engagement Metrics



77%
Enrollment



2
Months



1,246
Commitments to
MicroActions



92%
MicroAction
Completion Rate



159
Reflective Stories
by 35 Storytellers



The Inclusion Habit® – Case Study

A Fortune 100 financial services firm employed The Inclusion Habit® to support their Diversity, Equity, Inclusion and Belonging initiatives.

These are their results...

“As the name suggests this exercise definitely becomes a “Habit”, I look forward to reading the day’s habit as soon as it pops-up. There are many interesting stories and experiences that people share on the storyboard which are both enlightening and thought provoking,”

- Associate, Services Technology

Inclusion Analysis

*based on participant surveys and shared stories which were qualitatively coded to measure impact of the actions.

90% Reported More Inclusive Behavior

46% Indicate Changes in Interactions

14% Indicate Changes in Perceptions

35% Described Improved Mindfulness/Reflection

27% Described Greater Sense of Community

24% Reported Enhanced Connection

The Inclusion Habit® – Habit Building Phases

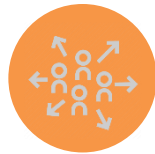
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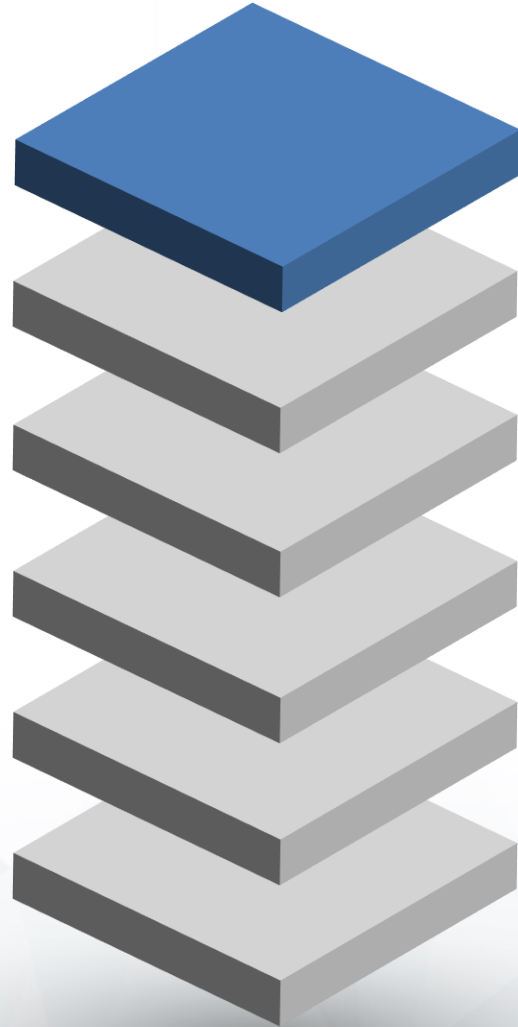


Enhance Empathy

Hone inclusivity of unseen diversity.



Example Commitments by Phase



1

Inclusion Matters



Diversity Makes a Difference

Diverse companies have 19% higher innovation revenue, outperform other companies by 46-58%, and generate 34% greater returns to shareholders.

These statistics are in a blog posted here:
<https://blog.bonus.ly/diversity-inclusion-statistics>.

Take a look and share with a colleague to grow their knowledge of diversity issues and increase your likelihood of remembering the information yourself.

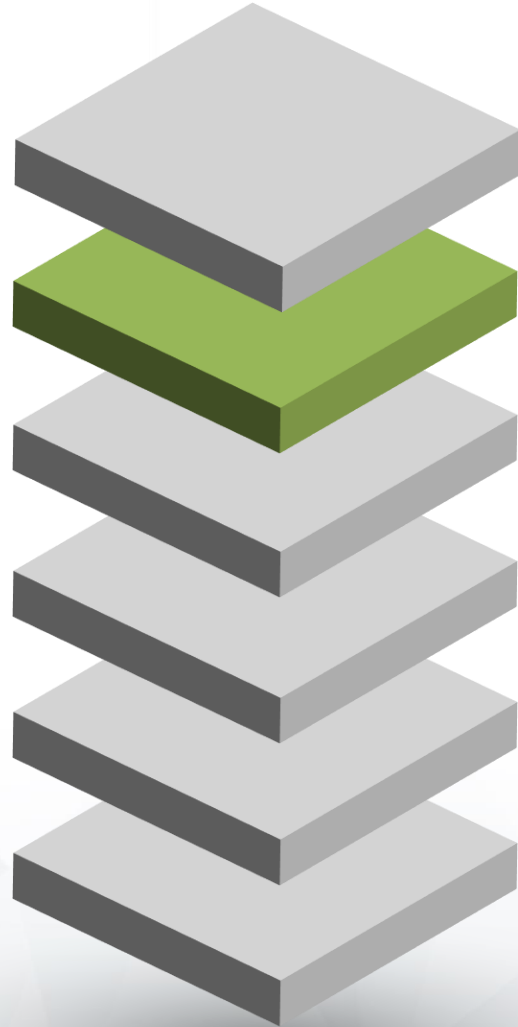
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Example Commitments by Phase



2

Recognize Biases



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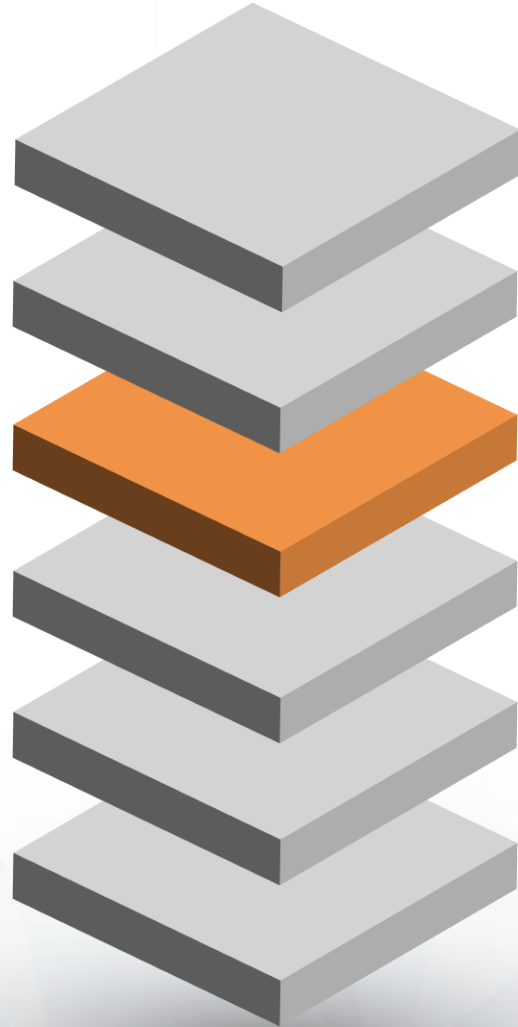
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Example Commitments by Phase



Transform Mindset



Learn from Your Mistakes

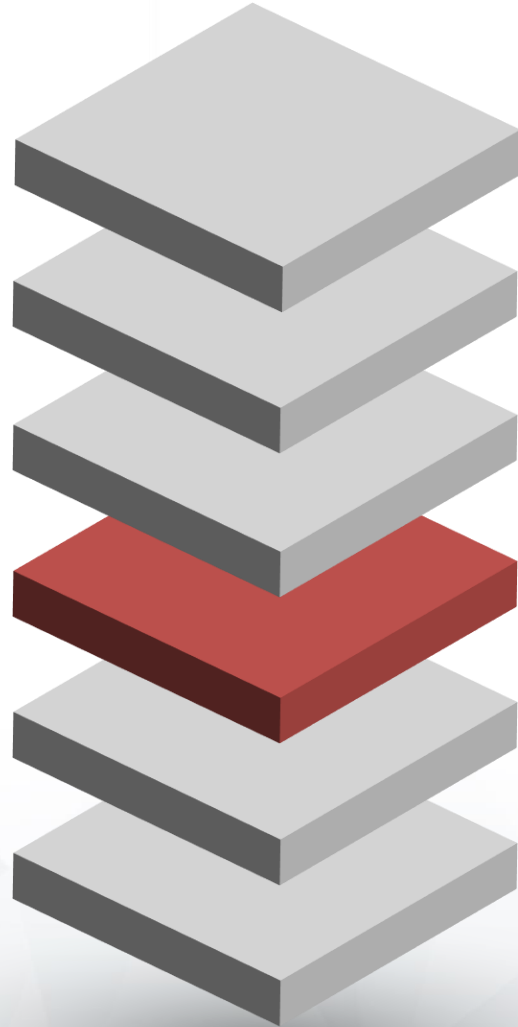
Recall the last time you made the mistake of doing or saying something insensitive. Fight your mind's natural tendency toward defending the mistake and divert your energy to exploring ways you could have avoided it.

Identify three things you could have done to avoid your mistake. Write them down (because if you write things down you retain them) so you do not make a repeat performance.

I commit



Example Commitments by Phase



Think Slowly



Notice Microaggressions

Single microaggressions often go unnoticed because they are small. But because they are pervasive their effects add up quickly and can take a toll on those who are on the receiving end.

Make note of who interrupts who in your meetings today. Notice who is doing the interrupting and who is being interrupted. Are one-down group members more likely to do the interrupting or be cut off?

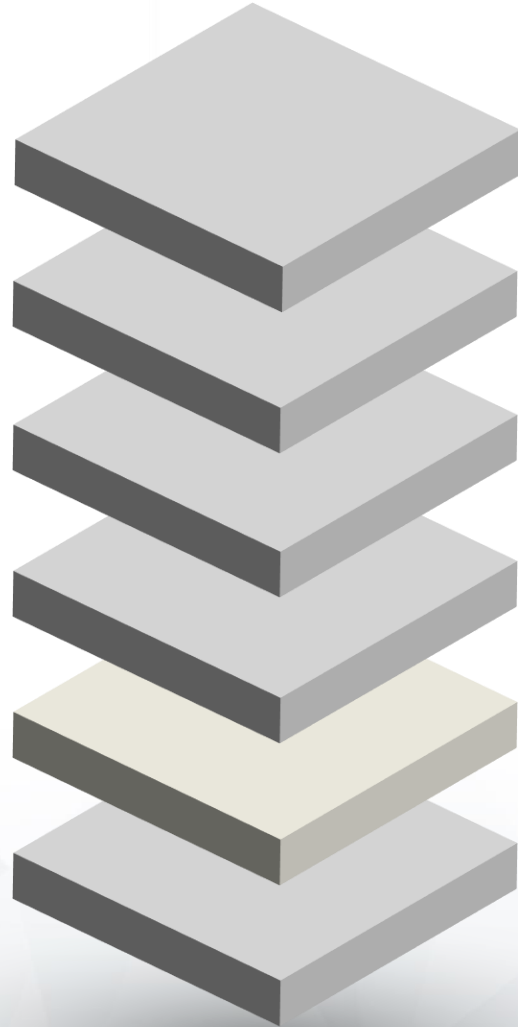
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Example Commitments by Phase



5

Change Intuition



Seek Out Difference

In most facets of our lives we surround ourselves with people who are like us—our family members, our friends, our neighbors. Research shows that exposure to people different than you is the most effective way to enhance empathy and make you act more inclusively.

Today, find someone to follow on social media that is different from you in several ways.

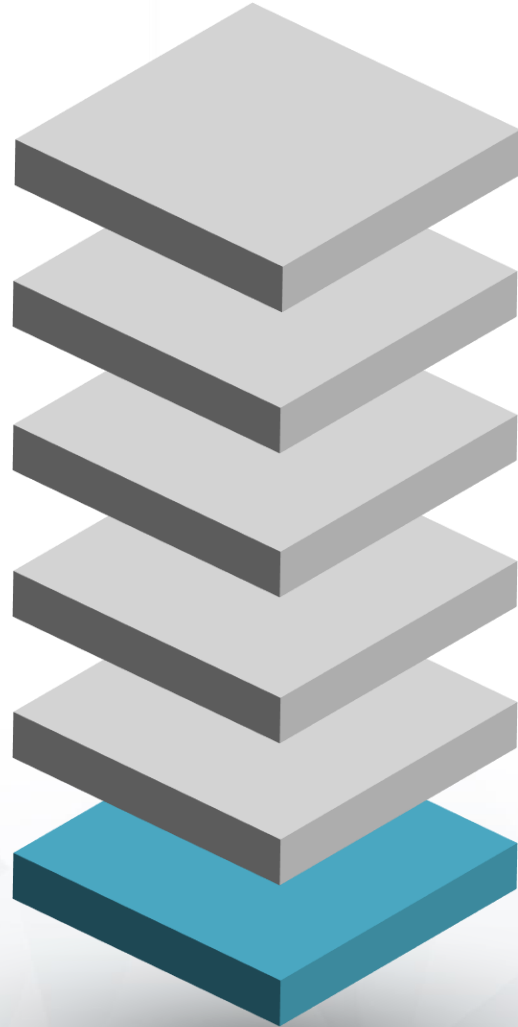
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Example Commitments by Phase



Enhance Empathy



Take Another Perspective

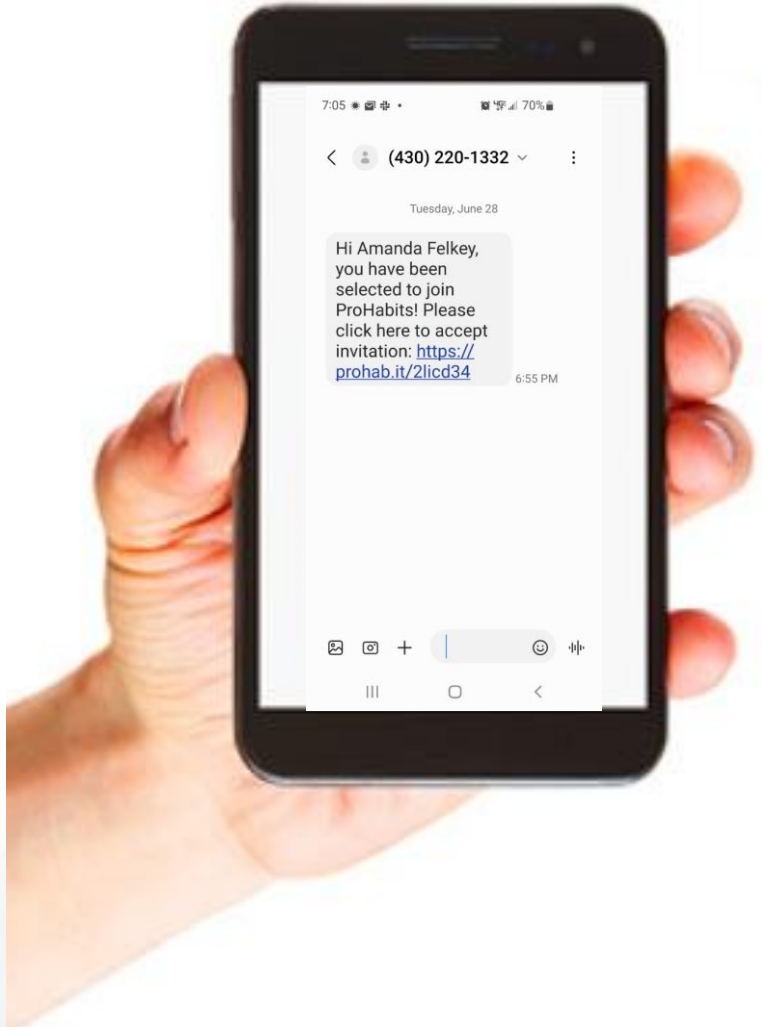
Over a billion people, roughly 15% of the world's population, are currently living with a disability, and rates of disability are rising. Worldwide, this is one of the most marginalized groups of people.

As you go to work today, take the handicapped accessible route. That's right, no steps and no doors that don't automatically open. Notice it if takes more time and energy to get to your desk.

I commit



Invitations



Daily Commitments



Purpose Built Quizzes

Brief Quiz

Take this 2 minute quiz for a quick snapshot of your current habits so you can track your progress later.



"Self-reflection is the school of wisdom."

- Baltasar Gracia

Next

Maybe Later



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Please share a story about your previous action. To be reflective is to be effective. How did it go today?

Please write here...

0/800

Share

You can tag someone in the story using "@" before the name

29th Jun | The Inclusion Habit (Level 1)

Today's Activity - Do you know when you are thinking fast?

When we are performing difficult tasks, multi-tasking, or are under time constraints, we rely more heavily on our fast thinking, gut reactions or intuition. This allows our biases to creep into our decisions. To know how affected you may be by your biases, count how many times today you multitask, operate under a deadline, or do something that is reasonably difficult for you.



Add to favorites

I commit

Try different activity

My Progress Company Notifications



1

Activities Completed



1

Streak

The Inclusion Habit (Level 1)

Progress - Day 2 of 40

Click here to see activity details or to add a story to your completed action

Got it

1 2

Today's Activity

I Did It Today's activity

Feed Stories Leaderboard

women in group zoom meetin... [Read more](#)

Like

1 likes

NI

To be reflective is to be effective. How did it go today?

Very interesting exercise, I would not have done it if it would not have been because of ProHabits. Thank you! [View less](#)

Like

BD

To be reflective is to be effective. How did it go today?

I noticed that I either interrupt or have a response already formulated in my mind rather than truly listening and being present with the person. I will do better at staying neutral and open while listening [View less](#)

Like

1 likes



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Users

Multiple experiences still result in better DEI across groups and company

Neutral
Sal

Engaged
Tamika

Unengaged
Imani

Program Journey



Launch

Measure 1
Engagement
Intervention 1

Measure 2
Inclusion
Intervention 2

Identified as
DEI champion

Sees Slack
group &
leader board

Participates in
group initiative

Outcome 1
Behavior change

Outcome 2
Learning

Turned
off by
initiative