

THE INCLUSION HABIT®

A Fortune 100 financial services firm employed The Inclusion Habit® to support their Diversity, Equity, Inclusion and Belonging initiatives. Designed by Dr. Amanda Felkey, The Inclusion Habit® is an evidence-based solution that transfers inclusion work to the individual and focuses on changing behaviors and habits. The program is designed to help individuals be proactive in making their behavior more inclusive through six habit-building phases. Among those surveyed, 90% indicated they were behaving more inclusively by the end of the 2 month experience.

Engagement Metrics



77%

Enrollment



2

Months



1,246

Commitments to
MicroActions



92%

MicroAction
Completion Rate



159

Reflective Stories
by 35 Storytellers



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

[I commit](#)

"I listen to a lot of podcasts. Most (not all) are hosted by white men. Today, I subscribed to a history podcast hosted by women, who highlight historical female figures. Excited to get a different perspective."

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 was a quick and easy way to get me mindful about how I can be more effective if I just take a moment to understand the proclivities of others and how those tendencies and inclinations can be leveraged for better relationships and outcomes."

- Vice President, Human Resources



"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