



Ten Easy Steps to Foster a More Inclusive Workplace

1) Use inclusive language in all communication.

- Ask about your employees' preferred pronouns.
- Instead of asking about an employee's husband or wife, ask about their spouse.
- Do not make assumptions about an employee's life because of what they look like.

2) Make your company events/teambuilding/philanthropy more inclusive.

Not everyone likes to play golf or drink. Providing options, collecting employee feedback, and diversifying your events will garner more engagement and participation. Remember, diversity is more than what we can see or what we assume.

- Is there something that appeals to someone with a young family?
- Are all people in your company represented and celebrated?
- Do the underrepresented populations (women & minorities) on your team have any suggestions?
- Are you adjusting the times of company events to accommodate and include all schedules?

3) Celebrate the diversity of your team, your clients, your carriers, and providers.

- Get to know people, learn what is important to them, what holidays they celebrate, favorite foods, etc.
- Showcase your support of all populations, beliefs, backgrounds, cultures, and identities.
- Differences in thought propel company growth.

4) Embrace and adopt inclusive marketing and recruitment strategies.

- Where and how are you marketing your company and/or services?
- Vary your recruitment platforms and strategies. Not everyone uses Facebook or Indeed.
- Tailor strategies to hire top talent in varied markets.
- Make your Ads inclusive and remember to showcase your diversity.

5) Avoid stock images & content that do not accurately depict your team and your company.

- Do team photos and stock photos realistically portray your company as it is and make your customers, drivers, carriers, and shippers feel included?
- Feature your trucks, your building, your employees in all marketing materials.



6) Offer DEI Training to help foster a respectful workplace.

- Teach your team about the waterline of visibility (provided). Much of our diversity as humans cannot be seen (like an iceberg).
- Recognize all holidays.
- Incorporate your employee cultures in potlucks and celebrations.
- Regularly survey your team to maintain a pulse.
- Empower your HR team and agents of change to learn and teach DEI.
 - If you do not have DEI trained staff on site, and if budget allows, consider leveraging a DEI/Sustainability consultant.

7) Embrace varied learning opportunities at work.

- Some employees must read to retain.
- Some must see and hear to retain.
- Some must do to learn.
- Others need a combination of learning styles and methods.

8) Avoid making assumptions about employees. Humans often make assumptions about others based on their physical appearance, name, voice, etc. Let the people in your life tell you about their diversity.

- Create “Getting to Know You Surveys” when you hire and onboard a new employee. Have legacy employees also complete.
- Incorporate DEI+ minded questions like, what is the most important holiday in your family?

9) Offer floating holidays to employees in lieu of automatically everyone celebrates the same holidays as the Owner/Founder/Senior Leader.

- If you hire diverse talent, you will have varied holidays and time off requests for your staff, thus allowing you to provide seamless coverage.

10) Create a safe, quiet space for employees to go when they need an escape, break, are over-stimulated, or need to relax.

- For introverts and those who are neurodivergent, navigating the socialization of the workplace can be overwhelming.
- A dedicated quiet space can provide a much-needed haven for anyone needing it.
- Set ground rules and standards to ensure the space remains intact.