
Rethinking Diversity & Inclusion

Presented by
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Hello, My Name is Kristina.

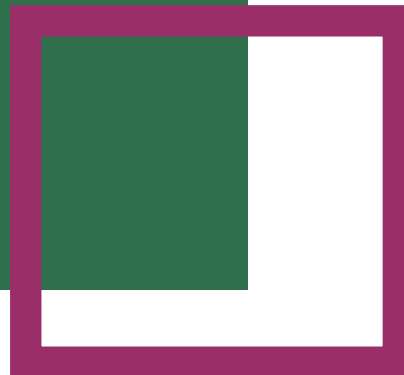


- Unique career path created unique perspective.
- Responsibility as a parent.
- Importance of legacy.
- Why I don't use the terms "diversity, equity, & inclusion" very often.

Who's in the Room?



- Introduce yourself-
 - Name
 - Title
 - Years in industry





How Did We Get Here?

- Out of date marketing messages.
- Lack of positive role models for our industry.
- No nationwide alignment on communication to our incoming workforce.
- Budget cuts within school districts.
- Still operating on an outdated concepts only certain people have a place in industry.

What actions have you taken in your company that were either successful or fell flat?

Identifying Our Three Roadblocks:

1. Outdated Marketing
 2. Gen-Z Mindset
 3. Lack of Vocal Role Models
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Perpetuated Stigmas



Many companies, especially larger ones, rely on stock images in their marketing which creates a sterile, impersonal image of our industry.



Gen-Z Mindset

When you think of the incoming generation of young people, what comes to mind?

“All they do is play video games.”

“They don’t want to work.”

“They are scared of hard work.”

“They only want tech jobs.”



Lack of Vocal Role Models

- There is a disconnect between companies looking to hire and their communities.
- We have a public relations problem that expands across our entire industry.
- Our marketing is currently being broadcast within an echo chamber.



Rethinking Our Current Situation





SHOW THEM WHO YOU ARE!



Gen-Z Mindset Reset



Questions to ask ourselves:

- Who is responsible for this generation?
- What problem do we solve by judging this generation?
- Who needs who more?

Gen-Z Mindset Soapbox



It is our job, as the preceding generation, to teach young people about our livelihoods, the importance of hard work and show them this path.

It is our responsibility to tailor our culture, marketing and voice to make the younger generation see how exciting and rewarding this industry can be.

By complaining about our workforce pool, we are perpetuating the very stereotypes that are keeping them away.



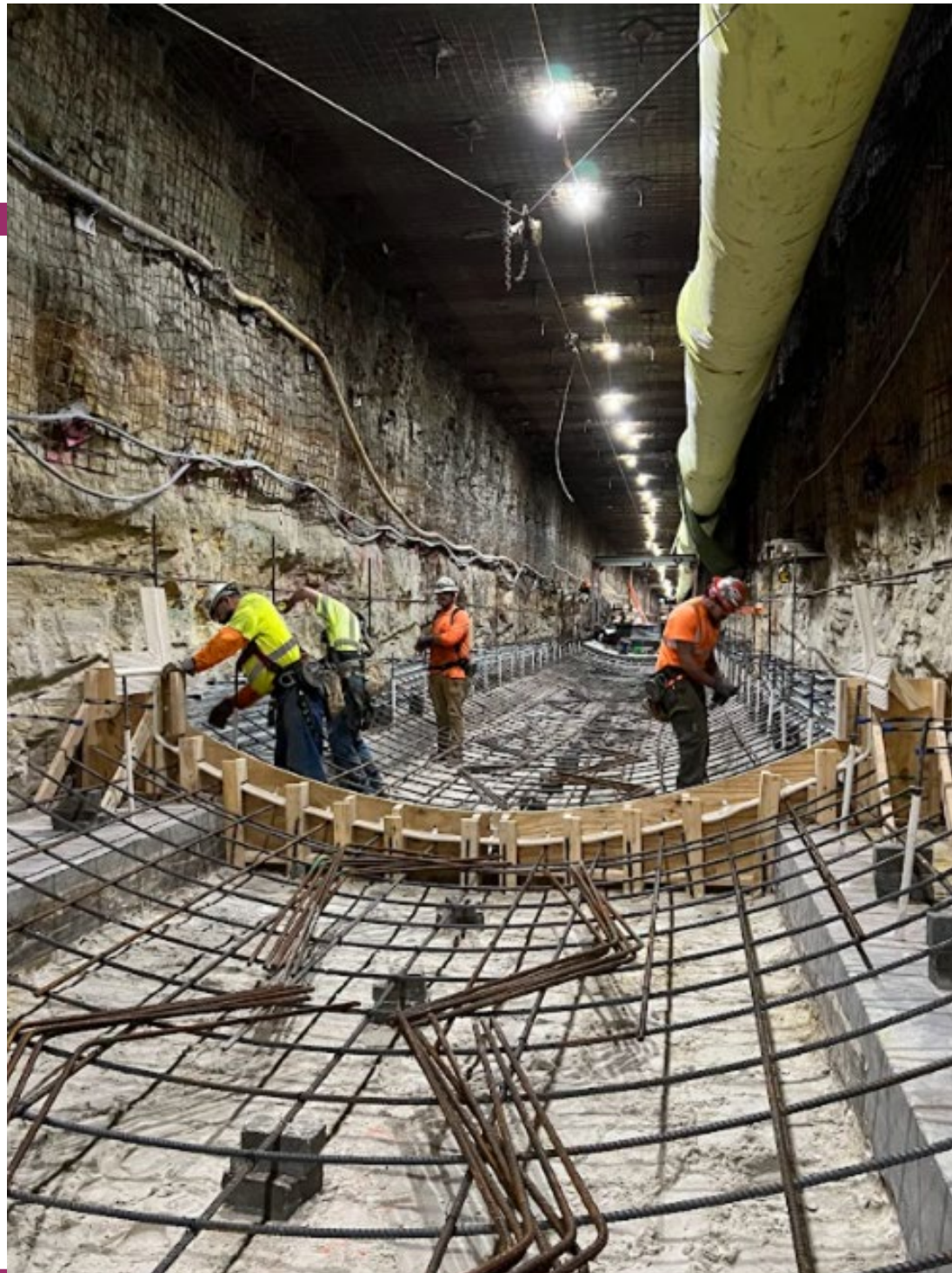
Becoming Vocal Role Models

- Cultivate leaders in **EVERY** level of your business and incentivize them to go to local schools, organizations, churches, etc.
- Not only does this increase visibility for your business, but it is incredible PR and humanizes this essential industry.
- Instead of investing in general marketing, invest in public speaking training and personalizing your company image.



GROUP ACTIVITY:

Small Changes, Big Impact



- Perpetuated Stigmas
- Gen-Z Mindset
- Missing Vocal Role Models

15 Minutes: Considering these three roadblocks we have in our current situation, discuss as a group how these roadblocks are prevalent in your company or community.

How can we counteract them? Develop a unique idea.

Choose a representative. Share with the group.

Crew Collaborative: An unexpected success

- Founded in March of 2020 by a group of twelve frustrated women.
- Incorporated as a 501(c)3 in December of 2020, as well as formed our first Board of Directors.
- Three pillar programs:
 - Ambassador Program
 - Classroom Talks
 - FrameWork

Mission:
Empower Industry's Next Generation



Rethinking Our Focus



Steps to a new perspective:

- Ownership
- Planning
- Narrative
- Culture
- Bragging
- Proactive

“Don’t bother complaining if you aren’t
going to bother trying.”

-Me (Kristina McMillan)



Ownership of the Problem

First step in creating change is owning the problem.

No matter how the problem was created, it ours to solve.

Complaining about it, throwing money at it, researching it, talking about it... none of these will create tangible change.

We are an industry of builders, engineers, and problem solvers.

Workforce development is no different than any other complex project.





Controlling the Narrative

“I’m good. I’m paying for marketing.”

Spoiler alert: Throwing money at a problem does not solve it.

Marketing is the single most important investment you can make in growing your workforce.

The flip side is if it is done wrong, it can have the opposite intended effect.

A study in the importance of marketing strategy and intentional narrative planning.

Culture as a Recruiting and Retention Tool:

Working Slide



Define culture as it relates to a business.

Describe your current company culture.

Describe your ideal company culture.
(Do you have a culture crush?)

Small group work- 10 minutes:
With your peers, review your answers to the questions above.

Create a BHAG to truly shift the culture within your company, including a timeline to implement.

Humble Brag 101

One of the biggest roadblocks to recruitment is lack of confidence in the message.

This is an industry of hard-working, humble people.

Oftentimes our peers fall into the psychology of believing the stigmas or feeling less than.

We cannot afford to quietly build this world around us.

Normalize the humble brag and empower your team to feel pride in what they do.



Proactive Leadership



Whether you work on the leadership team or you are a laborer, you have the responsibility to be a thought leader.

The choice falls on you whether you take proactive steps to change our trajectory.

Large workforce initiatives will not create sustainable change.

The sustainable changes will be grassroots and initiated by individuals who spread their passion for industry.

Pivot for Growth

Another conference...

Another DEI course...

Another idea for change...

Another missed opportunity...

What are strengths?
What are weaknesses?



Redefining Our Strengths

- **Taught from a young age that we all have strengths and weaknesses.**
- **This can be a damaging perspective if cultivated incorrectly.**
- **Instead of looking at our weaknesses as something to be ashamed of or pull back from, we can instead view them as part of what we have to offer.**
- **Viewing parts of our personality as weaknesses inevitably holds us back from our true potential as a leader.**





Personal Example

- Female writer who is an introvert but writes as an extrovert is asked to speak about writing topics.
- Her perceived weaknesses are stuttering, being too blunt and lack of confidence in her topics.
- By viewing her weaknesses as strengths, she can see herself as relatable, honest and bringing a unique perspective to the table.
- Even people who exude confidence have insecurities.

How can you reframe your own weaknesses into strengths?

WHY ARE WE
DOING THIS?!



Rethinking Our Focus



Steps to a new perspective:

- Ownership
- Planning
- Narrative
- Culture
- **Bragging**
- **Proactive**



We Cannot Afford to be Complacent

- We've established that this is our problem.
- We have taken ownership of solving the problem.
- Our roadblocks are clear.
- No more data is needed.
- Each of you **MUST** take action within your community.

THIS IS A CRISIS.

What To Take Away? Open Discussion



- Ownership is the theme.
- Action is the key to success.
- Awareness is the goals.
- Pride is the secret.
- Sharing is the way.

Final Thoughts...

Now, we return to the term Diversity, Equity, & Inclusion.

We begin to diversify by first sharing our industry and allowing young people to see themselves as a part of it.

We create equity by continuing to call attention to where it is absent and empowering everyone with that responsibility.

We are inclusive by becoming intentionally welcoming and letting that bleed into every aspect of our companies, communities, and networks.



Thank You!

Find me on LinkedIn-

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