

How to Create a Dynamic Workplace Where Employees Love to Go and Customers Love to Buy- Step 2

By *Simma Lieberman*



There are six “I”s, that are **necessary** to create a dynamic workplace where employees love to do their best work and customers love to do business. In my previous article, I featured the first “I” in this process, which is “**Insight.**”

Use the link below to view that article.

http://simmalieberman.com/articles/archived_news/march-2010.html

This month we focus on the second “I”, which is an “**Inclusive Culture.**”

I’d love to hear your thoughts on this process, answer any questions you may have, or discuss how I can help you. Feel free to contact me by email or telephone.

Regards,
Simma

I’ve said before those employees who feel appreciated and included in their organization’s success strategy are more productive, which means that the organization is more profitable.

Despite what some executives think, just hiring someone to do a bunch of training days, or serving free pizza without a strategy, doesn’t establish an inclusive culture that fosters innovation and superior work.

I’ve found in my work as an organizational development consultant for over twenty years, that all too often when senior executives call me to help them with diversity and inclusion, they have a limited vision of the end result and can’t articulate what that means in terms of organizational behavior.

In an inclusive culture, all employees are appreciated for their strengths, skills and experience and are empowered to add value to the organization.

In an inclusive culture, there are processes and procedures for employee feedback and ideas. They are not accused of whining if they see a problem and are encouraged to offer solutions.

In an inclusive culture, there is a sense of community at all levels, while employees are at work.

In an inclusive culture, people at all levels are taught to listen to each other, and resolve conflicts.

In an inclusive culture, front line employees know how their work impacts the rest of the organization and are presented with a holistic vision, so they don't feel they are doing a job in isolation of the organization's mission.

In an inclusive culture, there is a communication process whereby employees have access to information about the rest of the organization, particularly regarding positions that need to be filled, opportunities for promotion, and getting involved in new projects.

In an inclusive culture, leaders have been able to set their egos aside, let go of defensiveness, and be open to new ideas and ways of working without feeling threatened by an employee's genius.

In an inclusive culture, people are given credit for their contributions and usurping another employees ideas are not tolerated.

In an inclusive culture, people are taught to be aware of unconscious biases that interfere with other people's ability to do their best work, and have a sense of belonging to the organization.

In an inclusive culture, diversity is recognized, and valued, and there is a relationship between leveraging diversity and employee compensation.

In an inclusive culture, people are comfortable giving and getting feedback. People are not forced to walk on eggshells, and dialogue across any difference is encouraged. If someone makes an inappropriate or insensitive comment without meaning to offend, they are educated, and shown better ways of expressing themselves. But, bullying, and making inappropriate statements or behavior and refusal to change are not tolerated.

In an inclusive culture, people feel that they can approach managers and senior leaders with questions or ideas.

In an inclusive culture, employees provide distinctive service to customers, and employees receive distinctive care and appreciation from management who receive the same from executive leadership.

In an inclusive culture, even people who don't like what their job entails feel good about their place of work and have a sense of community. There are opportunities to learn new skills and apply for other jobs within the organization.

In an inclusive culture, everyone feels like they are part of an exclusive club and do all they can to make customers feel the same way.

Does your organization feel like an exclusive club? If not, maybe it should be.

Next month I'll discuss the third "I," **implementation**.

Simma Lieberman helps organizations become more profitable by creating inclusive cultures where people do their best work. Leaders contact her when they want to develop and implement a strategy that leverages the skills and talents of employees at every organizational level. <http://www.simmalieberman.com> <<http://www.simmalieberman.com/>> Contact Simma at 1-510-527-0700 or Simma@SimmaLieberman.com