Culturise

LEAD
INCLUDE
GROW

THE DIFFERENCE COLLECTIVE

Jo Marshallyhero.com/au/wea-
WEA Conference 2017
https://give.every

INDUSTRY LEADERS GROUP

Supported by
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Key Beliefs...

#DifferenceistheNewNormal

#Diversity is Not Charity

PyperLeaker
surveying services

GOGO events

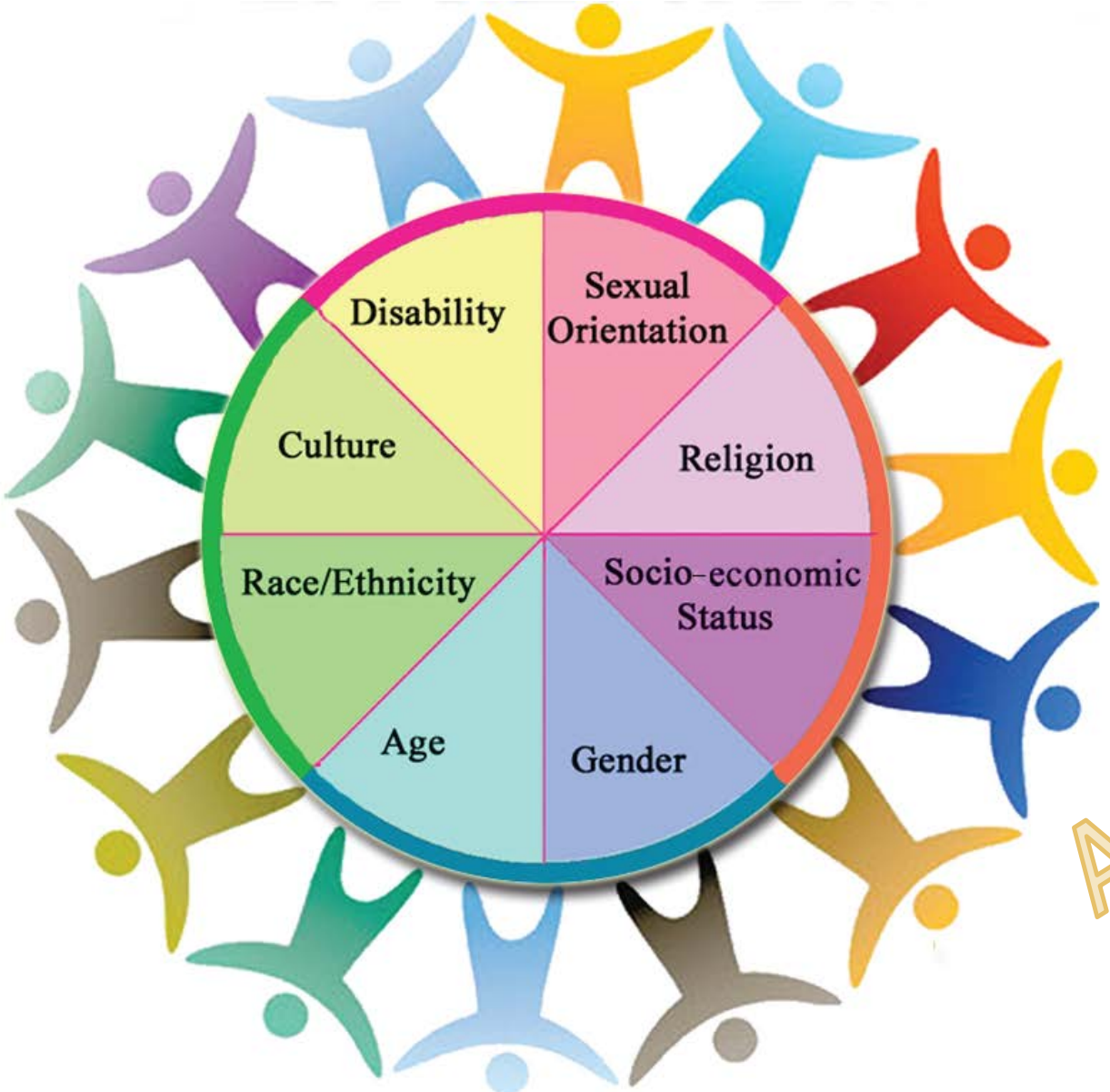
THE Adelaide TREE SURGERY

Culturise
lead include grow

Driving Observations

- Many employers WANT to do ‘good’
- We also ‘expect’ traditional approaches to work – lucky to have a job…
- We hire on experience – not outcomes
- There are hurdles based on stereotypes, generalisations and unconscious bias
- We are caught in a full time mind-set
- Employers listen to other employers

#DifferenceistheNewNormal



And there's more...

#DifferenceistheNewNormal

- 1 in 3 men and 1 in 4 women will have cancer before 75
- 1 in 6 Australians have heart disease (3.72 million)
- 20% of workers have mental health issues – at any given time
- My mother has cancer…
- My brother has a disability…
- My husband just lost his job…
- My son is doing drugs…

Who do we want to work for?

#DiversityisnotCharity

THE DIFFERENCE COLLECTIVE

#StereotypesandPolarisation

#TheHurdles

People from with ‘difference’ are absent more often

Long term unemployed = no work ethic

Indigenous = go walk-about

Young Women = might get pregnant

Homeless women = low socio-economic/unreliable

I don’t have time

I am too small

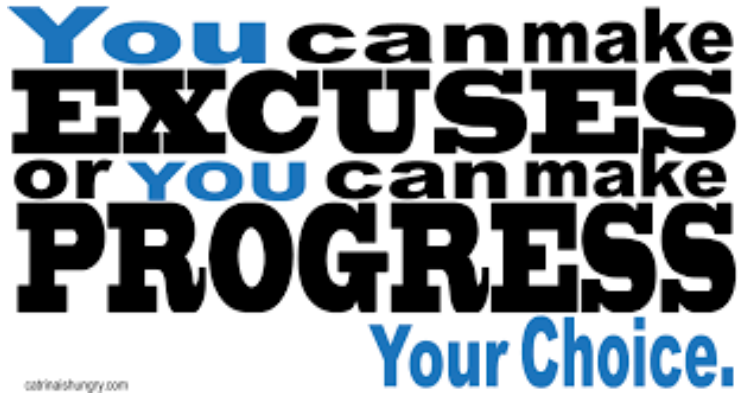
I don’t have work that people with disabilities can do

Our work is too technical

We are not insured

We only want the best people

We need proven experience



#StereotypesandPolarisation

- We magnify – focus on the stereotype
- We measure – against our wishful thinking
- We generalise
- We polarise
- We confirm

GOGO events

THE DIFFERENCE COLLECTIVE

#UnconsciousBias

#UnconsciousBias

Unconscious bias refers to a bias that we are unaware of, and which happens outside of our control. It is a bias that happens automatically and is triggered by our brain making quick judgments and assessments of people and situations, influenced by our background, cultural environment and personal experiences

#UnconsciousBias

- Shape future stereotypes
- Women who work…
- Experience = success
- Racial / cultural
- Women and ability
- But where does it all start?

THE DIFFERENCE COLLECTIVE

#Tomorrow's Workforce

#TheFutureWorkforce

- Self employment – the way of the future
- Small business vs small contractor
- What does this mean for small business?
- Try before you buy?
- Changing workforce and work flow

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lead **include** grow

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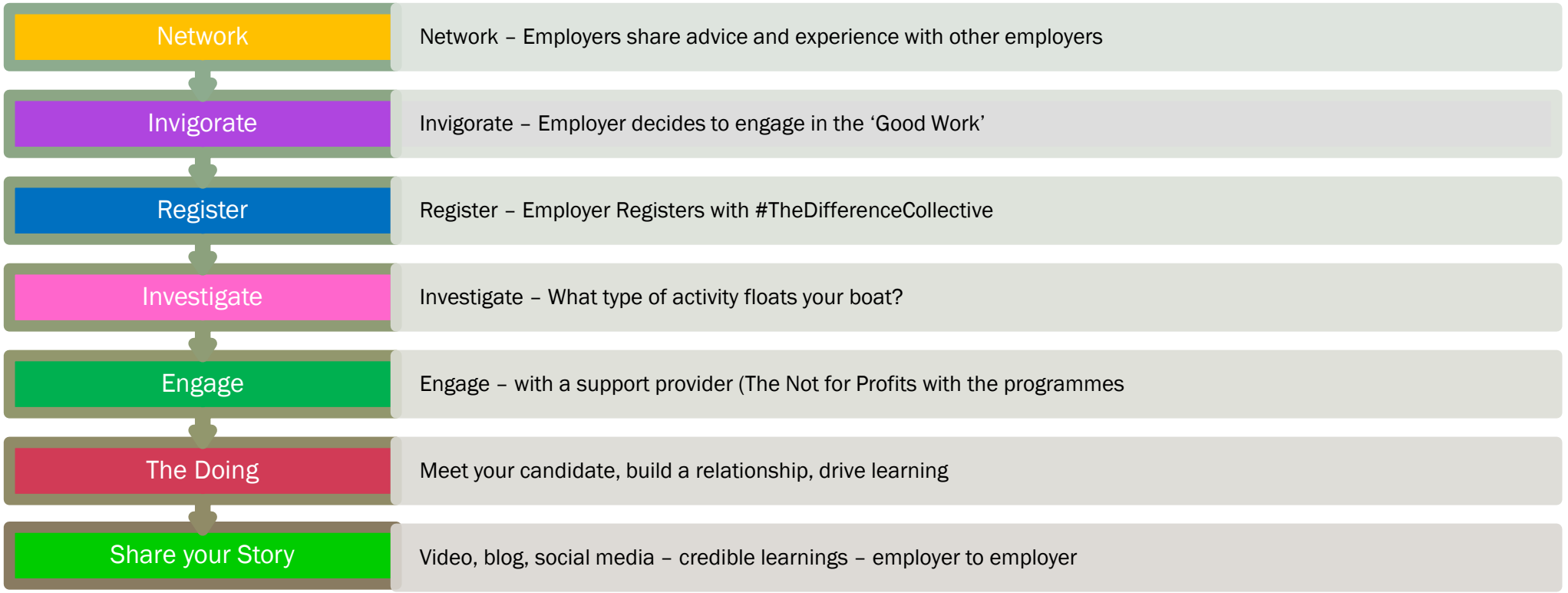
#TheDifferenceCollective