

The Power of Difference

Executive Summary

Exploring the role the importance inclusion and belonging in building organisational culture.

The last few years have seen workforces stretched to their limits. The fallout from the Covid pandemic, the acceleration of change and transformation and the cost of living crisis, have left people feeling deflated and unsupported by their organisations. This has led to a disconnect between the organisation and workforce, where employees do not feel that they can be their true selves at work.

Our new research, conducted between December 2022 and February 2023 reveals that despite positive intent by organisations who have implemented a number of initiatives and targets, they are still grappling with how to create an inclusive environment for everyone. An environment where everyone feels supported and a sense of belonging and safety to bring their whole self to work and live up to their true potential.

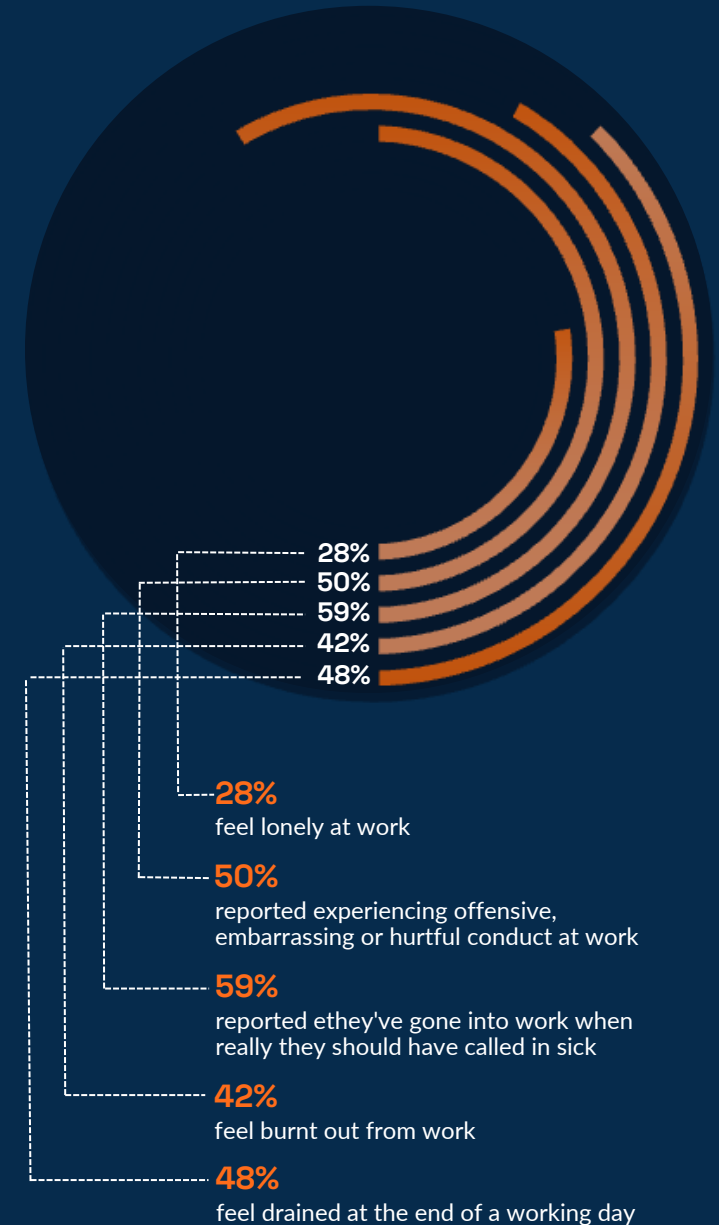
What this journey has exposed in particular, is the lack of clarity around 'inclusion' and the practical ways in which it can be embedded into an organisation's culture. If businesses don't have a clear understanding of what inclusion really means, how can they expect meaningful progress to be made?

This is what 'The Power of Difference' report focuses on.

Our aim through this research is to get to the heart of inclusion; what it looks like, what it feels like, and crucially, the potential it unlocks for organisations that know how to unleash 'The Power of Difference' through greater inclusion and belonging in the workplace.

In partnership with the World Retail Congress and Inbeta, KultraLab has undertaken a significant piece of research to explore what practical and strategic things organisations can do and what more needs to be done for 'difference' to be seen as a power to be unlocked. Over 40 leaders from global consumer organisations were interviewed and a survey was conducted with 500 employees from the broader workforce to get their views on this important topic.

Overall, feedback from employees who took part in the survey called for organisations to do more. Many also hoped the study could help create positive cultural change in organisations.





Drawing on this report and published research in the field, KultraLab has developed a three-step robust inclusion roadmap and framework of key pillars and cultural drivers to help organisations build more inclusive cultures and workplaces. This includes:



1. MEASURE

How inclusive is your culture today?

Our Inclusion Culture Index helps organisations assess how inclusive their culture is today and identifies current strengths, risks and areas of opportunity.



2. IDENTIFY

How proactive is your approach to inclusion?

Our Inclusion Organisational Maturity Index helps organisations to identify and define how holistic and mature their overall approach is to developing inclusion within the workplace and provides a benchmark for progress using interventions and strategies.



3. EMBED

Invest in the right solutions and behaviours to drive change?

Our digital inclusivity coach can be deployed across all levels of an organisation and outlines the core behaviours which need to be developed and present to foster and embed feelings of inclusion and drive change.

Diversity can sometimes be more about representation, targets and quotas. To unleash the full potential of inclusion, however, businesses now have the opportunity to make a further leap forward in terms of culture. For it is culture that needs to be front and centre of the debate around inclusion.

A new focus is needed on tapping into motivation, engagement and positive behaviours. Winning hearts and minds first is an unlock to building self-awareness and awareness of the difference in others. People leaders need to use their influence and position to truly unlock the power of inclusion and create great places to work where everyone can be themselves and unlock their potential.

Download a copy of the full report:



To discuss the report or the framework in more detail please contact:
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