Designing for Inclusion and Belonging
World IA Day, February 2019
My gratitude to the Lkwungen and WSÁNEĆ peoples
Aaron Johnson
Designer for people
I wanted to be a Sick!

I'm not qualified to stand.

Handcuffs growing up

Do you feel like you belong here? why?

How do you create a culture of inclusion?

Inclusion "can be a fact of life"

Windmills

Authenticity

Content library / content hub

Adaptability of Leverages WE ARE

Players

Am I an immigrant? I'm a foreigner.

Mission... wtf?

25% - rain people.

How are you feeling?

ACLU / SECC

"Partnerships"

Pro Social Activity

Historians & Chalengers - Adams - Actions -

"Belonging"

My Challenges - Tall.

Created by communications - cool facts - leadership - name brand

First tech - 6th largest

CC - inspired in us

Making content stickable

Making content sticks

Creating a culture of belonging

Making content stickable

Not just another thing to do....

How do you measure...

Consultation

Percentage

% 2!

Growth

Percentage of end results - measure!
Benevity will act as a *catalyst* to fuse a culture of Goodness into the world.
Giving, Volunteering and…
Missions
Karandeep
“I really hadn’t thought about water in this way before...It gives me a good feeling that I am saving our mother earth”
Shift from traditional approaches to ‘Diversity’…
...to focus on creating a culture of Belonging and Inclusion.
My #Reconciliation Journey
How do we measure and reward engagement?
“The actions that I’ve tracked have had a real impact on the way I think about things. I need to be able to share how I feel.”
Jay
Surahbi and 27 others completed…

Jay and 12 others donated…

Margot and 15 others signed up…
The result…
Participation rose from 54% to 76%...
…giving increased by 21%
To summarize…
We want to help create ‘a place for all’
Thank you!
Any Questions?