

# Importance of Belonging

Wednesday, August 24, 2022

Presented by:

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and

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# Agenda

- Introductions
- Warm up Exercise
- Belonging: 101
- 3 Elements of Belonging
- Putting It Into Action
- Discussion: What's on your mind?

# About us - Lindsay



- People and communities drive my work
- Cultivating meaningful conversations & relationships; building impactful partnerships
- Passionate about leveraging the history, stories and ideas of marginalized communities to “build with intention”

# About us - Darren



- Values drive my work
- Improving systems to make a more equitable world
- Enthusiastic about tech that solve issues that impact our most marginalized communities

# Warm Up Exercise

- (1) Take a few seconds to think of a place where you were recently where you felt like you were genuinely accepted?
- (1) Then in the chat, list 2 -3 adjectives that describe how you felt in the place you have in mind.

# Diversity, Equity, Inclusion AND Belonging

## What is Belonging?

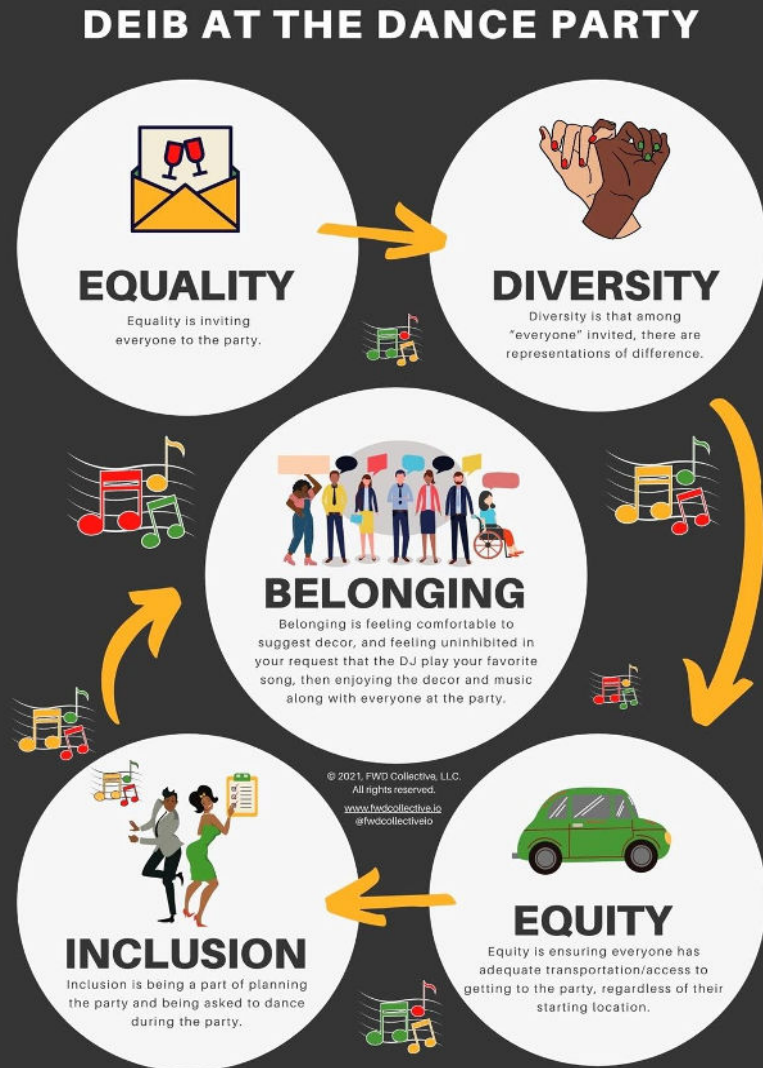
Belonging is the feeling of security and support when there is a sense of acceptance, inclusion, and identity for a member of a certain group. It is when an individual can bring their authentic self to work.

When employees feel like they don't belong at work, their performance and their personal lives suffer.

Creating genuine feelings of belonging for all is a critical factor in improving engagement and performance . It also helps support business goals.

(Source: Cornell University)

# Diversity, Equity, Inclusion AND Belonging



# Diversity, Equity, Inclusion AND Belonging

## Why is Belonging Important?

- Belonging is the intersection of DEI AND engagement
- Centers people and their fundamental needs: recognition, rewards, acceptance, inclusion, etc.
  - Social isolation, exclusion, and rejection can have major consequences.



# Diversity, Equity, Inclusion AND...Belonging

## Why Belonging Is Key to Building the New Workforce

By making belonging a priority, companies can boost employee retention and performance.

Susie Lee • June 13, 2022

READING TIME: 4 MIN

## Why Belonging Is Such A Big Issue In Business Today

BY JOSHBERLIN • PUBLISHED AUGUST 31, 2020 • UPDATED SEPTEMBER 7, 2020

As part of [The Big Reset](#) we have been having a series of deep, meaningful conversations with Diversity and Inclusion leaders. And among the many things we're discovering, one of the most interesting is the enormous focus on Belonging. [Diversity is a strategy](#); Inclusion is a goal; Belonging is a feeling. And a feeling of Belonging is the most important goal of all. (Download [The Big Reset: What's Working Now research here](#))

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APRIL 23, 2020

## Why Belonging Is Important at Work: Employee Engagement and Diversity

By Archana Ramesh

Share On



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## 3 Ways to Build a Sense of Belonging in the Workplace

# **3 Elements of Belonging**

**Community at the  
Center  
Authenticity  
Culture**

# Community at the Center



"There is no power for change greater than a **community** discovering what it cares about."

-Meg Wheatley

# Community at the Center: Why is it important?

Centering community voice will...

- Inspire creative **solutions** and foster **innovation**
- Effectively help stakeholders **identify** the root-cause of problems
- Spark **action** driven by trust

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**Reflect:** Consider a space where you feel as though you have authority relative to others in the space (work, home, community etc.). **How can you ensure that everyone feels heard in that space?**

# Be Authentic



‘To thine own  
self be true.’

-Shakespeare

# Authenticity: Why is it important?

Your AUTHENTICITY will...

- Help foster an environment of **trust and vulnerability**
- Create space for others to express themselves authentically, often leading to more **engaged** community
- Inspire deeper **connections** with yourself and others for

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**Reflect:** Think of an interaction that you had this week, where you didn't feel like your authentic self. Now replay that experience by imagining a more authentic version of yourself. **Consider how you might feel in this scenario if you presented more of your authentic self?**

# Culture



“No culture  
can live if it  
attempts to  
be exclusive.”

-Gandhi

# Culture: Why is it important?

Your CULTURE should...

- Go **beyond** diversity and inclusion
- Communicate whether people are **valued, seen, and heard**
- **Celebrate** differences and **integrate** inclusive principles into day-to-day processes, policies, and activities.

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**Reflect:** Research supports the idea that when companies foster a culture of belonging, they benefit from improved talent attraction, retention, engagement, innovation, and enhanced individual, team, and organizational performance. **Consider your company's culture. How does it welcome diverse thinkers, identities and backgrounds AND reflect these differences in business practices and policies?**



# Putting it into action

## Culture

Think: Culture add  
not culture fit

Appreciate  
differences; weave  
into business  
strategies and  
operations

Be self-aware and  
embrace personal  
reflection

## Community Voice

Be mindful of perceived  
authority

Find creative ways to  
spread participation

Prioritize those who are  
often overlooked

## Be Authentic

Speak to express not  
to impress

Be vulnerable

Act on your values



What's on  
your mind?



# Let's Connect!

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and Corporate Impact

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