



**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

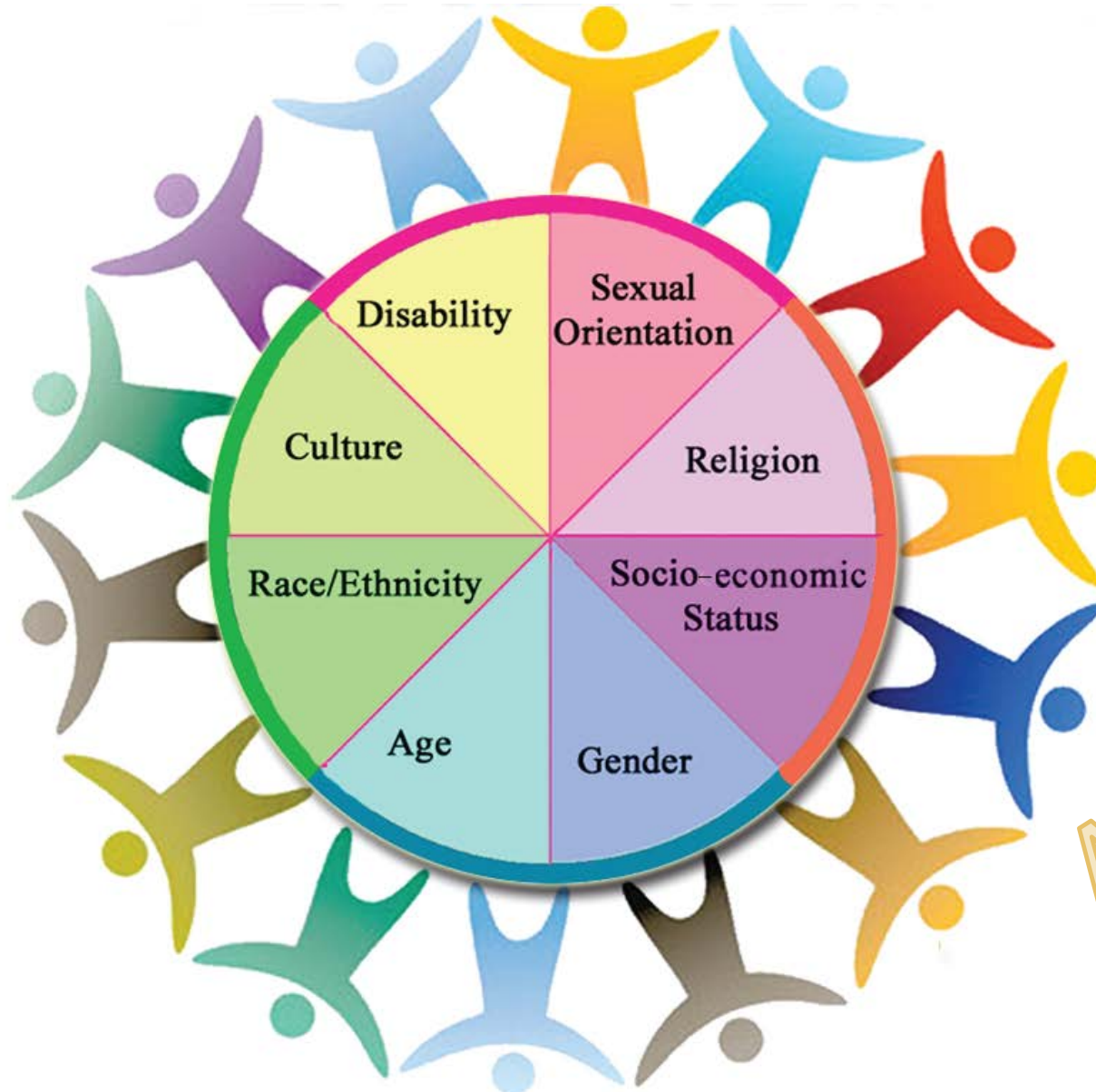


Driving Observations

- 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?



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COLLECTIVE

#DiversityisnotCharity

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#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

You can make
EXCUSES
or YOU can make
PROGRESS
Your Choice.

#StereotypesandPolarisation

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



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#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?



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#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



Culturise
lead include grow

#DifferenceistheNewNormal

#DiversityisNOTCharity



#TheDifferenceCollective

