



# **INCLUSIFY**

**Harnessing the power of uniqueness and belonging to build innovative teams**

**Dr. Stefanie K. Johnson  
University of Colorado, Boulder  
Leeds School of Business**

# Class Reunion



Belonging

You feel accepted  
**Incomplete**  
but you're *faking* it

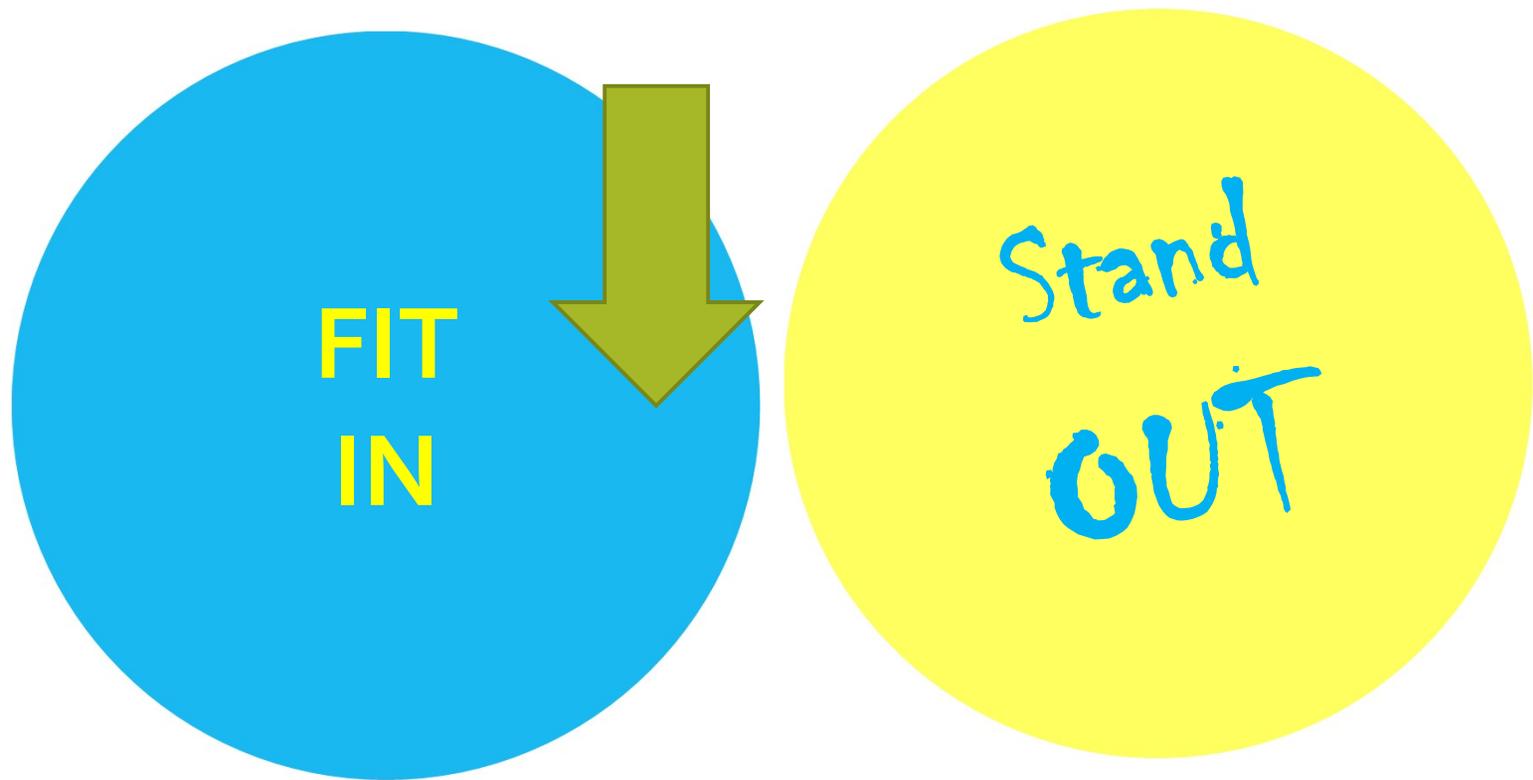
You feel valued  
**Included**  
for who you are

You feel unaccepted  
**Invisible**  
and unknown

You feel unaccepted  
**Insular**  
but you 'do you'

Uniqueness

# The INCLUSIFY Dance



Belonging & Uniqueness

# Business Case for Diversity

Report

McKinsey Global Institute

September 2015

## How advancing women's equality can add \$12 trillion to global growth

By Jonathan Woetzel, Anu Madgavkar, Kweilin Ellingrud, Eric Labaye, Sandrine Devillard, Eric Kutcher, James Manyika, Richard Dobbs, and Mekala Krishnan

## Inclusion drives the benefits of diversity

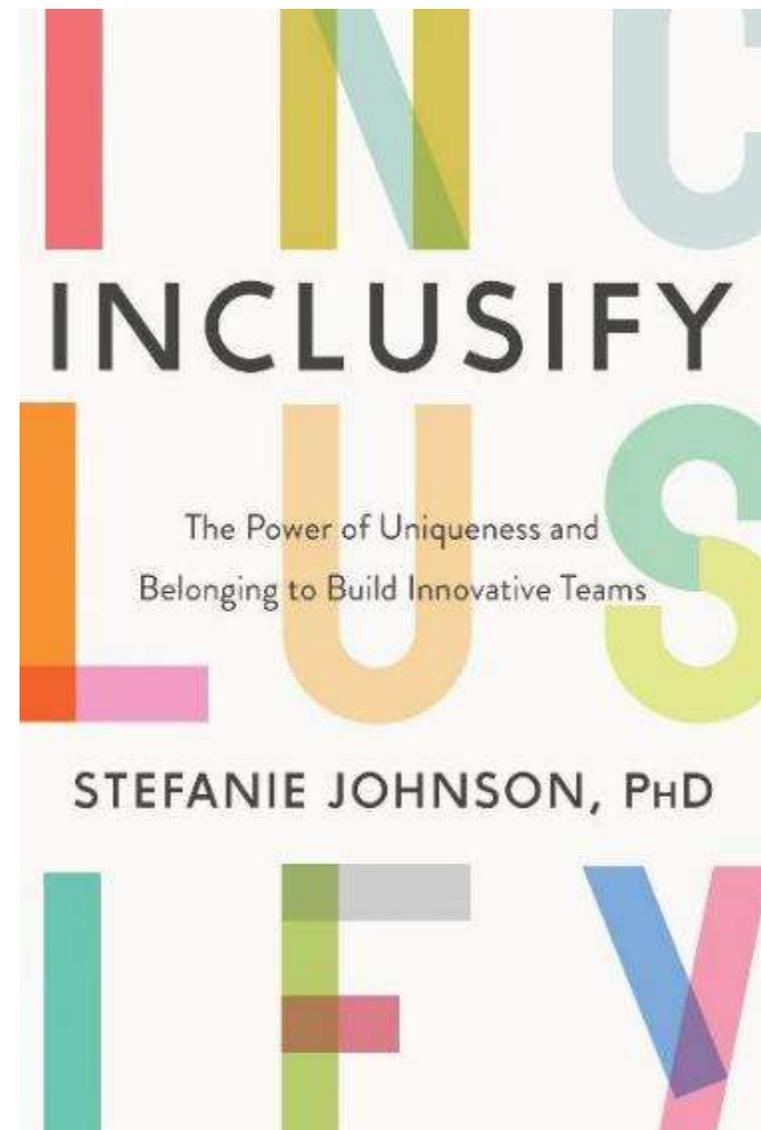
My research...

How do you create  
an inclusive culture?

Why don't you do it?

What makes *you* feel  
included?

What goes wrong?



# Design for Dissent (Learn)



*If you don't want to hear  
different perspectives, just  
send an email. If you do,  
design for dissent.*



## Inclusify your Culture (Motivate)



# Uniqueness

**S**upport

**E**mpathy

**L**earn

**F**air

# Belonging

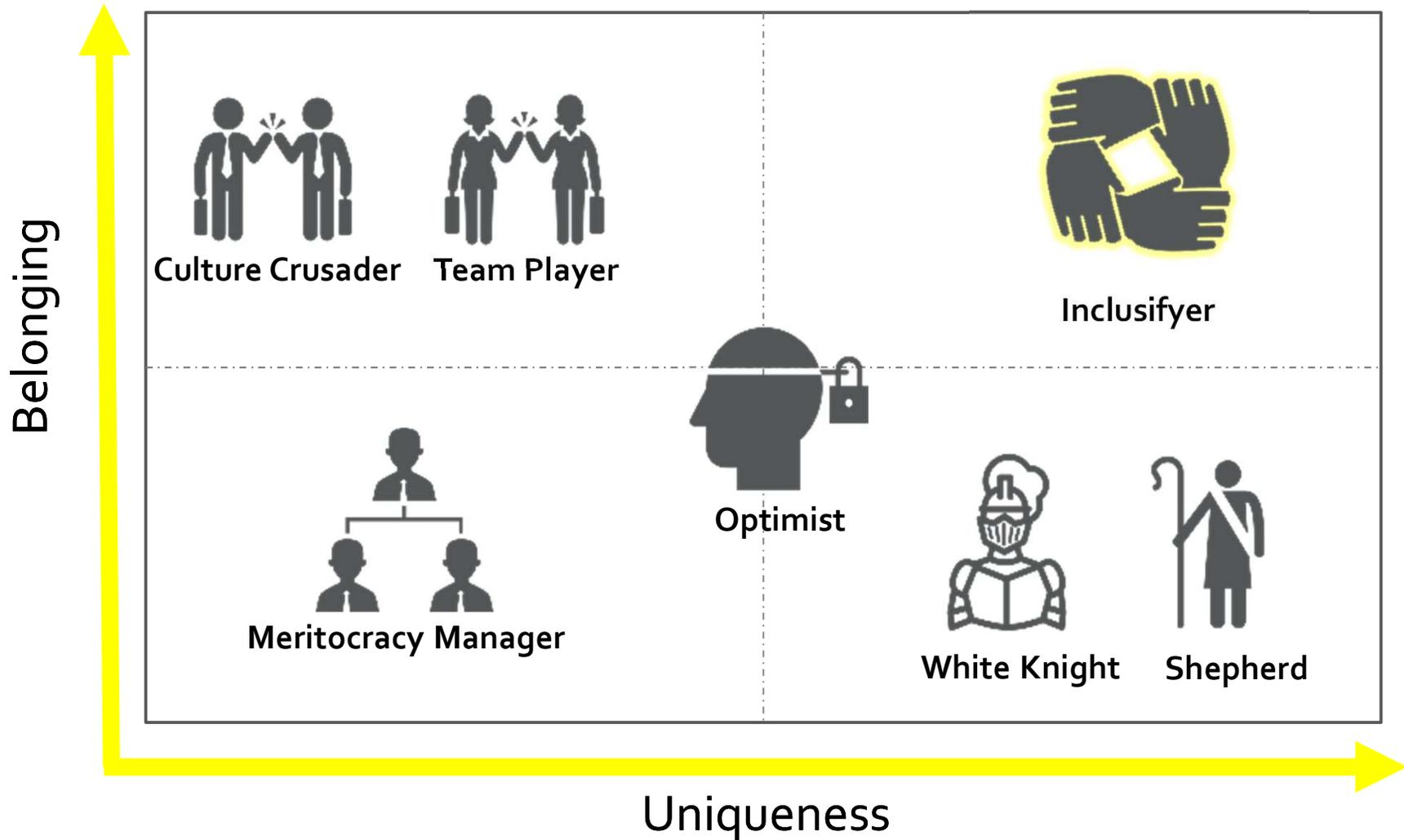
**T**ransparent

**E**mpower

**A**llign

**M**otivate

# Take the Quiz: Inclusifyer.com



# For Slides and to Stay in Contact

Text SanFran to  
844.476.9863



Dr  
Stef  
Johnson  
.com



Updates, Giveaways  
Extra Chapters, etc.

