



CODE

**COMMITMENT TO OPPORTUNITY,
DIVERSITY & EQUITY**

**KICKSTART
GUIDE**

 **The Chamber**
The Winnipeg Chamber of Commerce

TABLE OF CONTENTS

Introduction	3
1.1 CODE is a Community Movement	4
1.2 This document isn't a quick fix	4
1.3 So who from your team should get involved?	4
1.4 Diversity Makes good business sense	5
1.5 Four Pillars of CODE	5
Kickstarting DEI in your Business	10
2.1 Tools and Templates	10
2.2 Understanding where your organization is on their journey	14
2.3 Join the Coalition and follow the Road Map	19
2.3.2 Get your team involved	20
2.3.3 Engage with the community	20

Introduction

We're here for you, so let's get started.

Thank you for downloading our CODE Kickstart guide! We created this document to help you and your organization get started on your CODE journey and to give you the tools you need to utilize CODE to its full potential. Let's jump right in!

As Winnipeg's biggest business association, we must acknowledge the existing systemic and institutionalized barriers faced by equity-deserving groups, including women; Indigenous peoples; racialized persons; persons living with disabilities; and 2SLGBTQ+ people.

The Winnipeg Chamber of Commerce brings together Winnipeg leaders through community-led conversations and public events to create an inclusive business landscape and encourage public participation to remove barriers to ensure equal opportunities. CODE works with our Chamber community to provide credible resources and programming to build a more inclusive Winnipeg.

DIVERSITY MAKES GOOD BUSINESS SENSE SO WHY SHOULD YOU CARE ABOUT CODE?



ARE MORE LIKELY TO
OUTPERFORM THEIR PEERS



GENERATE AND FOSTER FRESH
INSIGHTS, NEW IDEAS AND CREATIVE
SOLUTIONS OUTCOMES



ARE TWICE AS LIKELY TO MEET OR
EXCEED FINANCIAL TARGETS



DRAW ON THE FULL TALENTS
OF THEIR TEAM

What are the goals of CODE?

CODE represents a movement of business leaders, diversity and inclusion practitioners, community advocates and those with lived experience, coming together to achieve three critical goals:

- 1. Expand awareness of the opportunities for and benefits of greater diversity and inclusion in the workplace.**
- 2. Increase the number of organizations in Winnipeg making a commitment to enhance inclusion and equity in their workplace.**
- 3. Increase the implementation of measurable actions in the workplace that further these goals.**

1.1 CODE is a Community Movement

So thank you for being here. As a business organization, we lead with the business case, but as people, we lead with the moral imperative. Diversity, equity and inclusion are essential to a healthy community.

As you begin this journey— no matter the point you are at— we will be at your side the entire time. Learning with you. Listening with you. And growing with you. CODE is an ongoing journey, requiring the community at large to get on board.

That's why we built this document. To give you a tangible guide throughout this journey and to feel a sense of community and know that you are not alone. We know this journey is difficult and new to many, and we are here to help you navigate through it.

Becoming a truly inclusive organization requires commitment and courage.

CODE is going to change your workplace for the better. It will provide your team with the tools they need to continue to grow and for you to accept all who walk through your door.

1.2 This document isn't a quick fix

This document isn't a quick fix. Downloading, printing and sending this guide to your team isn't the end goal— this is only the starting point of your journey.

We see this document as a blueprint, but not the final design. We leave that for you to create with your team. It's time to move from future thinking to now.

Diversity expert Verna Meyers speaks on the difference between diversity and inclusion with the analogy, "Diversity is being invited to the party. Inclusion is being asked to dance." We hope that your CODE journey will help you move from inviting to dancing— providing your team with the tools they need to feel included and valued.

1.3 So who from your team should get involved?

The short answer— everyone! CODE is for everyone wanting to learn about inclusive workplaces; however, to create the biggest impact at your organization, we would encourage senior leadership and your human resources department to engage with our CODE program.

By sharing experiences, we as a community can help each other. Together we can drive progress forward.

Use this as a guide on your journey which you can refer back to time and time again.

1.4 Diversity Makes good business sense

Diversity makes good business sense.

The business case for diversity, equity and inclusion (DEI) is well researched. Organizations that embed DEI into workplace policies, practices and procedures perform much better than their peers who uphold the status quo.

A survey found that organizations that actively engage and listen to their employees were 3.6 times more likely to innovate effectively, 6.6 times more likely to adapt to change, 8.5 times more likely to satisfy and retain customers, and 12 times more likely to engage and retain employees. (Deloitte 2014).

Millennials (people aged 25 to 40) and Gen Zers (people aged 9 to 24) comprise a significant part of the labour pool. According to a survey by Glassdoor, 3 out of 4 or 76% of job seekers will evaluate accepting a job offer based on an organization's actions in DEI.

Noteworthy, 47% of employed Canadians between the ages of 18 – 34 said they would be more loyal employees if their organization demonstrated a commitment to diversity and inclusion. (ADP, 2020)

Therefore to continue to attract and retain top talent, engage meaningfully with clients and customers, and in the lens of COVID recovery, inclusion is the pathway ahead.

CODE offers access to credible resources on DEI on our Resource Hub, custom educational workshops through our events series, access to a large talent pool through the Newcomer Employment Hub and consistent support in operationalizing your DEI goals through our CODE Coalition. Through these multifaceted ways, you can count on us to help your organization along the journey of diversity, inclusion and equity.

1.5 Four Pillars of CODE

CODE has four primary programs: CODE Resource Hub, learning events, CODE Coalition, and Newcomer Employment Hub.

Resource Hub

This is your one-stop-shop for online resources that support you in meeting your DEI commitments and goals. Resources include reports, educational opportunities, toolkits, templates, webinars, streamlined connections to local nonprofits, DEI practitioners and more.

We work collaboratively with community organizations and community leaders to establish a resource hub that shares diversity, equity, and inclusion efforts that are relevant, appropriate, and impactful.

In addition, on our resource hub, we partner with Chamber members and DEI practitioners to create custom

Curious about what our members have to say about CODE events?

“ The CODE Conference was an excellent opportunity to connect with other organizations walking down the equity and inclusion path in the business community. The speakers and workshop facilitators were fantastic and came with a deep knowledge of increasing inclusion and equity within businesses. In addition, learning about best practices that have worked well for others is a great way to facilitate the CODE movement between members. ”

- Winnipeg Chamber member

resources that respond to commonly identified needs related to DEI.

Custom Resources for You:

[Top 5 Tips for When an Employee Comes out as Trans](#)

In partnership with Rainbow Resource Center how your organization can support an employee should they come out as trans.

[CODE Coalition Resource Guide](#)

Guide that provides tips and suggestions for developing and implementing a DEI action plan. The plan can be adapted to the size and needs of your organization.

CODE Events

Here at The Chamber we are known for our networking events and connecting with our community in person. With that in mind, we built our CODE event series to give you all the benefits of attending a Chamber event along with a great way to promote continuous learning on DEI topics.

After each event, we hope you leave with tangible tips and solutions you can implement right away.

Types of CODE Events:

- **CODE 101**
 - CODE 101's provide an overview of our CODE program. Learn more about the program, and how we can support you on your DEI journey!
- **Newcomer Employment Hub 101**
 - NEH 101's will provide an overview of The Chamber's newest program – the Newcomer Employment Hub. The Hub is an innovative online job tool that creates quality job matches between newcomer job seekers and Manitoba employers.

▪ **CODE Workshops**

- Workshops are intensive learning sessions where you can expect to learn ways to implement equitable and inclusive policies and practices in the workplace and connect with like-minded individuals.

▪ **CODE Coalition Forum**

- With over 80+ CODE Coalition signatories (and growing!), attendees will come together to explore their proven workplace strategies to further organizational DEI goals. A safe networking space for organizational leaders to gather, discuss and learn about the ongoing stereotypical barriers existing within their organizational framework, and how they aim to work towards enhancing their DEI strategies to overcome them.

▪ **CODE Conference**

- This full-day conference provides an introduction to DEI. Through facilitated workshops, we explore the benefits of having an inclusive, equitable and diverse workplace. And discuss how we can be proactive within our organizations to remove systemic barriers that equity deserving groups face in accessing opportunities and resources.

Our CODE events provide companies and employees with a platform to upskill workers through high-impact and high-quality applied learning opportunities.

CODE Coalition

Our CODE Coalition is a group of business owners and organizational leaders who sign on to CODE signifying their public commitment to advancing diversity, equity and inclusion within their workplaces. Joining the CODE Coalition is meaningful in many ways:

1. Helps embed accountability within your organization to work towards DEI goals.
2. As mentioned, the current and future workforce and community at large wants to primarily engage with businesses that authentically work towards inclusion and equity. This is a great way to showcase your actions and commitments toward DEI.

What our members have to say about the CODE Coalition:

“*CODE helps me stay current and effectively promote equity, diversity and inclusion at the City of Winnipeg. I've attended valuable CODE events that have initiated crucial conversations about EDI, anti-racism and anti-oppression. CODE is building a community movement, effectively equipping organizations with key knowledge and a network of support to make meaningful and sustained EDI progress.*”

- **Diane Burelle, Equity, Diversity and Inclusion Coordinator, City of Winnipeg**

3. Lastly, being a CODE Coalition member means joining a platform to connect with other businesses in Winnipeg who are walking this path alongside you, engaging in meaningful peer learning as we collectively work to move to the needle.

Members of the Coalition meet to discuss progress, and barriers, and to offer or receive support from peers as we work towards our collective goal. The CODE Coalition also receives consistent support from our team on DEI resources, policies, communications guidelines, and leadership training opportunities.

Coalition members commit to undertaking three actions:

Commitment to continuous learning

We commit to ensuring a continuous process of learning that is followed by action that centers and amplifies colleagues, partners, and communities with experiences of discrimination, particularly women, Black, Indigenous, and other racialized communities, 2SLGBTQ+ people and persons living with disabilities.

Commitment to creating and implementing a workplace diversity and inclusion strategy

We recognize that institutional and organizational policies and procedures can contribute to systemic barriers, inequity, and exclusion in the workplace. We aim to review and reinvent our processes to support and advance a diverse, inclusive, equitable workplace.

Commitment to measuring progress

We commit to reporting on our workplace strategy and actions towards these commitments, to track our collective progress towards our Diversity, Equity, and Inclusion goals.

Newcomer Employment Hub

The Newcomer Employment Hub (the Hub) directly responds to the most significant challenge that organizations currently face with talent attraction, recruitment and retention.

The Hub provides streamlined access to newcomer job seekers who have completed pre-employment training with service agencies and are job ready. The unique feature of the Hub is AI technology that sends invitations to job seekers on the portal who meet the mandatory requirements for a posted job, directly reaching qualified candidates. AI technology simplifies HR and supports organizations in finding top talent more effectively. After hiring an applicant, organizations are provided with wrap-around support in creating welcoming and inclusive workplaces to ensure retention of newcomer talent.

How do these work together?

These four pillars work together to drive forward DEI in your workplace all while addressing their own specific business challenge.

Not sure which pillar is for you? Ask yourself these questions to find some helpful tools.

YOUR QUESTION	RECOMMENDED TOOL
How can I expand my knowledge on DEI topics?	CODE Events
How can I connect with a diverse talent pool?	Newcomer Employment Hub
Where can I find learning materials and templates on DEI?	Resource Hub
As an executive leader, how can I make meaningful progress towards DEI?	CODE Coalition
How can I ensure my organizations policies are gender inclusive?	Rainbow Resource Resource
How can I operationalize DEI within my organization?	CODE Coalition Resource Guide
Is there any data to support the work of CODE?	CODE Data Report
I want to dive deeper into these topics	CODE Workshops
Hm, can I find an overview of all the CODE programs anywhere?	CODE 101
I'm curious about the Newcomer Employment Hub and how it works	NEH 101
DEI is important, I get it. Where do I start and how can I do this work meaningfully?	CODE Coalition Forum
I am looking for experiential learning on a variety of topics for my team and I	CODE Conference
How can I meaningfully accommodate different faiths, cultures and beliefs?	Multicultural Calendar
How can we work towards TRC 92 and reconciliation in the workplace?	Truth and Reconciliation Roadmap

Kickstarting DEI in your business

2.1 Tools and Templates

Often, DEI programs start organically in organizations by people who experience systemic exclusion, DEI or HR managers and then they have to persuade executive leaders to participate in and help implement.

Request a Meeting With Your Executive:

Hello (insert name),

As a proud member of the (organization) team, I am writing about some suggestions we can make within our organization. I believe we have an opportunity to improve our culture, productivity, and profitability long-term if we roll out a robust diversity, equity, and inclusion program.

More and more research continues to show that irrespective of backgrounds, people want to engage with organizations that have a commitment to diversity, equity and inclusion (DEI). A recent report from Deloitte shows that companies that embed DEI within their organizations perform better financially than those that don't - almost 3 times more likely to report increased earnings! Employees within an organization with a commitment to DEI are also more engaged, more productive, and tend to be more innovative. You can read the whole report here: [Canada at 175](#).

The research points to DEI work having an impact on the overall culture within the organization and on the overall performance of our operations.

I'd love to have the opportunity to discuss what a DEI program could look like, the research I have gathered and how we can make a difference.

Thank you,
(insert your name)

Request a Meeting With Your Executive & Pitch CODE:

Hello (insert name),

I am reaching out to you about an exciting program that might be very useful to our organization. As a member of The Winnipeg Chamber of Commerce, I recently received communications about a diversity, equity and inclusion program called Commitment to Opportunity, Diversity and Equity (CODE).

I know we have been discussing the implementation of a diversity, equity and inclusion strategy for the past couple of months and I believe that engaging with CODE will be useful to our efforts. The research strongly shows that organizations that embrace DEI and implement its strategies ensure highly engaged teams, are better positioned for expansion and have higher financial returns. To achieve this level of growth, I believe we must implement robust training programs and focused DEI strategies. CODE and its programs offer many programs that might be useful for our organization. From training programs for our staff to expert guidance on DEI Strategies.

You can find more information at winnipeg-chamber.com/code or attend one of their CODE 101 sessions to learn more about all the offerings within it. I would like to also have the opportunity to meet with you to discuss our DEI efforts and my ideas for how we can engage with CODE.

Thank you for your consideration, I look forward to connecting with you!

Best regards,
(insert your name)

Now that you have your email sent off and a meeting in your calendar, it is time to build a strong case for why your organization should implement a robust DEI strategy.

Here is how you can build a compelling case for DEI that organizational leaders will buy into.

It's the right thing to do.

As Kim Tran has often said, it is important to recognize that DEI work arose from social justice movements. DEI has become an industry of its own but it has its roots in grassroots social movements that have long strived for equity regardless of a person's gender, sexual orientation, disability, class, race, or other factors. While we talk about the financial and business benefits of DEI, it is important to recognize the grassroots efforts that have long advocated for equity and places the well-being of community at its heart and not profit. This too must be our priority - the well being of our people because it is in fact, the right thing to do. Understanding this is what will set your DEI work apart from those that fail because this allows for inclusion and equity to come naturally to our work and support diverse teams.

The business case.

When asking for the investment of time, resources and money into DEI programs, management and executives might want to know more about how it could benefit business operations. So here's how you can build an impactful case for DEI.

One, understand your organization's unique needs.

Building a case that is customized to your organization is a great way to show its value. Identify your existing challenges and how DEI can be the solution. Is turnover the issue? Or employee dissatisfaction? Reduced sales? DEI can be the answer to them all. Here are some relevant facts that can

Recruitment and retention challenges:

- Glassdoor found 67% of job seekers say diversity and inclusion (D&I) is important to them when choosing to take a job
- 84% of executives believe a lack of focus on diversity and inclusion increases employee turnover

Employee dissatisfaction:

- 84% of executives believe a lack of focus on diversity and inclusion increases employee turnover

- Employee dissatisfaction costs organizations upto \$500 billion a year and this can be easily avoided in an environment that is respectful, inclusive and fosters a sense of belonging.

Sales:

- Diverse teams are 70% more likely to capture new markets, according to [Harvard Business Review](#)
- Your potential customer base is getting more diverse, so building a diversity and inclusion framework will help the organization better connect with them, according to [SHRM](#)

Two, create alignment

Executives are more motivated to participate and encourage initiatives that are well aligned with their overall mission and vision.

Three, propose a plan

Come prepared with goals that you are working towards and a list of initiatives or programs you would like to implement or policy changes you would like to spearhead. For example, look into training programs staff can participate in. Many CODE events are free for your whole team.

Sign on to the CODE Coalition to commit to DEI and gain continuous guidance towards your progress.

And the CODE Resource Hub contains tools and templates that you can propose to get implemented. For example, [Accessible Meeting and Event Checklist](#), gender inclusive workplaces, talent hubs and more.

With this plan, propose how you will collect feedback from employees and adjust as you go along. Quantitative metrics can be collected through hiring practices, the diversity of your teams, the overall performance of the company whereas qualitative information can be collected through employee surveys.

Finally, the cost of inaction

Today's news cycles point to one thing. Businesses need to be proactive about their DEI efforts rather than reactive. The reactive approach always leaves us two steps behind. It is important that we don't wait for complaints or incidents to implement your DEI training as this will come across as disingenuous. Look at an example of what happened at Google in 2015. In 2015, the New York Times broke a story that Google had paid millions of dollars in exit packages to male executives accused of harassment and stayed completely silent. This resulted in a 1,500-person walkout in Google offices all over the world. Brand reputation is at stake in today's age where people can leave bad reviews that impact businesses heavily, or take to social media or the news if they experience exclusion, or discrimination in any manner. To avoid steep costs of brand reputation damage, or turnover or employee dissatisfaction, it is vital that DEI is a priority.

And there you have it. A robust business case for DEI and why your organization should care. As with any proposal, be prepared to receive pushback and come ready to field questions.

Preparing Your Team for Change

When an organization creates a DEI strategy, it is often approved in executive rooms. Meanwhile, middle managers are often responsible for the implementation of the plan. To ensure success, it is important that executive leaders champion change and managers are well equipped with the tools, resources, skills and knowledge they might need to successfully drive change within their departments and meaningfully contribute to the progress of the organizational DEI strategy.

As an executive, here are three ways to prepare your team for a change:

1. Champion change

As an executive, you are looked to to set an example for the organization. Be sure to voice that DEI is a priority of yours and the organizations. Follow this up by action and make changes that are well within your purview. For example, implement gender universal washrooms, use the most inclusive language, partake in leadership training and communicate your learnings to the team. This sets the tone for all employees to follow suit.

2. Over-communicate

After the adoption of a DEI strategy, it is important to effectively and often repeatedly share the strategy with employees. Overcommunication is better than under-communication and will likely yield better results and more of a unified effort. Communicate the strategy, each person's responsibility in contributing to its progress and the importance of this work.

3. Create Opportunities for exchange of ideas and feedback

Employees will feel much more motivated to contribute to change if they feel like they have had a say in it and if their voices and opinions are respected. Create opportunities to listen to feedback and ideas from employees on the organizational DEI strategy and for ongoing feedback during its implementation.

As a team leader, here are three ways to prepare your team for a change:

1. Determine team goals and benchmarks

As a departmental leader, you are the expert in its operations. Figure out how your department contributes to the overall strategic priorities of the DEI rollout and identify short, medium and long-term goals for your team. Identify what data you will collect and how it will measure progress and provide you with insight about what's working and what isn't. From here, you can start implementation in smaller ways that are most relevant to your team, yet contribute to the wider organizational priorities.

2. Create tip sheets and reminders

An excellent way to prepare your team for change, is to make it as easy as possible. Create visual reminders of your DEI priorities or create cheat sheets that remind employees of the processes they are to follow. For example, if you work in HR, create a list of places to post a job that will result in a diverse set of applicants or an inclusive checklist for job postings. If you work in events, create a checklist for inclusive event planning, or accommodations to make virtual or in-person events barrier-free. If you work in marketing and communications, create a tip sheet on digital accessibility or inclusive web design. These will offer your team ample support to aid their implementation of change.

3. Share knowledge, questions, and ideas

DEI work can be uncomfortable and people might not feel safe asking questions they might have. Create a safe and brave space for your team to ask questions, exchange ideas and understand how their work might change to meet DEI goals. Take this time to listen to their ideas or feedback and share relevant knowledge, tools, tips or resources they might find helpful while making this shift.

2.2 Understanding where your organization is on their journey

A great place to begin your work is to understand where your organization is currently. You can start to gather qualitative and quantitative data that can inform your goals and priorities.

One of the best ways to do this is to explore the Global Diversity, Equity & Inclusion Benchmarks. GDEIB, which is free, contains 275 benchmarks in four groups and 15 categories. Each category is in 5 levels ranging from where little work is being done to best practices.

The report is organized into 15 categories and is paired with useful tools to make it a living/working document for users.

The 4 groups and 15 categories are:



Global Diversity, Equity & Inclusion Benchmarks

From Global Diversity, Equity & Inclusion Benchmarks: Standards for Organizations Around the World © 2021, Nene Molefi, Julie O'Mara, and Alan Richter. Used with permission. All Rights Reserved.

The five levels are:

THE FIVE LEVELS

For each category, the benchmarks are divided into five levels that indicate progress toward the best practices in that category:

LEVEL 5: BEST PRACTICE

Demonstrating current global best practices in DEI; exemplary.

LEVEL 4: PROGRESSIVE

Implementing DEI systemically and showing improved results and outcomes beyond what is required or expected.

LEVEL 3: PROACTIVE

A clear awareness of the value of DEI; starting to implement DEI systemically. This is what is required and expected of all organizations.

LEVEL 2: REACTIVE

A compliance-only mindset; actions are taken primarily to comply with relevant laws and social pressures. Doing the bare minimum.

LEVEL 1: INACTIVE

No DEI work has begun; diversity, equity, and inclusion are not part of organizational goals.

From Global Diversity, Equity & Inclusion Benchmarks: Standards for Organizations Around the World © 2021, Nene Molefi, Julie O'Mara, and Alan Richter. Used with permission. All Rights Reserved.

GDEIB assessment can help you to analyze your organizational gaps, identify relevant benchmarks, develop an impactful strategy, and an action plan. The full document is available for free to download at www.centreforglobalinclusion.org.

Other ways you can collect relevant baseline data:

1. Demographic data

Collecting demographic data is a great way to understand the makeup of your teams, set relevant hiring goals and understand if any patterns exist. Please ensure that while collecting this information, it is treated with sensitivity and confidentiality. Usually, this is in the purview of the HR department to follow regulations and standard practices. This type of survey must never be mandatory and should always be voluntary for people to participate in.

Following the collection of demographic data, reflect on whether these point to certain things within your organization. For example, is your executive homogenous while the diversity is only in the lower level positions? Who are the longest-staying employees and are they from a particular demographic and why might this be? Who are the decision-makers in the organization? All of this can point to where you can make progress.

If you are looking for goals to adopt for your company, consider signing on to the federal [50 - 30 Challenge](#).

Section 1 - Self-Identification

Your response to each question in Section 1 is voluntary.

Why are we collecting this data?

(Insert organization goals and reasons)

Privacy Statement: (Insert privacy statement)

Note: Each of our identities might consist of multiple, intersecting factors, including but not limited to, gender identity, gender expression, race, ethnicity, or sexual orientation. If so, please indicate your responses below by choosing one or more answers.

Template Example:

1. 'Indigenous peoples' is a collective name for the original peoples of North America and their descendants, representing three groups - First Nations, Métis, and Inuit.

Are you an Indigenous person?

- Yes
- No
- Prefer not to say

If you would like to provide further details, please specify the group to which you belong:

- First Nation
- Inuit
- Métis

2. Race and racial categorizations were historically used as strategies of oppression and colonial domination that attempted to categorize people based on “natural” or “biological” divisions of humans based on physical features or cultural contexts, such as skin colour, geography, or beliefs. These problematic notions of race have no scientific legitimacy and manufactured differences between people, leading to notions of racial superiority, White supremacy, and domination (Ontario Human Rights Commission, 2005). However, notions of race are not “real” (in the sense of being biologically or scientifically sound) but are, rather, socially constructed through attitudes, behaviours, institutional systems, power, and socialization—and notions of race have very real social effects through marginalization and the reification of inequality. Racialization is a term used to describe these social processes and refers to the ongoing social construction, reproduction, and reinforcement of race-based oppression and marginalization.

Which of the following best describes your racial identity? Please check all that apply:

- Biracial or Multiracial
(i.e. parents or ancestors from more than one racialized background)
- Black
- East Asian
- Hispanic, Latinx, or Latin American
- Middle Eastern or Arab
- Pacific Islanders (Non-White)
- South Asian
- Southeast Asian
- White
- _____ (please specify)
- I do not identify as Racialized or White
- Prefer not to say

- 3.** The 2SLGBTQ+ acronym is used for people who may identify with one, or many of the following: Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer, Questioning, Inter-sex, Asexual, + denotes anyone who does not fully identify as heterosexual and/or cisgender and does not identify with any of the previous labels.

You may identify your gender using different words, you might not know how to answer this question, or you may not want to answer this question. You are welcome to write “Prefer not to say” or “Don’t know” or another gender identity that is not part of the list of examples.

Do you identify as a member of the 2SLGBTQ+ community?

- Yes
- No
- Prefer not to say
- Don’t Know

What is your gender identity?

- Agender
- Gender Fluid
- Gender Neutral
- Genderqueer
- Man
- Non-binary
- Pangender
- Two-Spirit
- Woman
- _____ (please specify)
- Prefer not to say

4. What best describes your sexual orientation?

- Asexual
- Bisexual
- Gay
- Heterosexual
- Lesbian
- Pansexual
- Queer
- _____ (please specify)
- Prefer not to say

5. What are your pronouns? Please choose one or many.

- He/Him
- She/Her
- They/Them
- Ze/Zir
- _____ (please specify)
- Prefer not to say

6. Persons living with a disability(s) refers to persons with a significant, persistent, or recurring physical, sensory, intellectual, cognitive, learning, communication, mobility and/or mental health impairment, condition, or disability that, in interaction with a barrier, hinders a person's full and equal participation in society. An impairment, condition, or disability can be permanent, temporary, episodic, visible, or invisible.

Are you a Person Living With a Disability?

- Yes
- No
- Prefer not to say

7. **Immigrant** – persons residing in Canada who were born outside of Canada, excluding temporary foreign workers, Canadian citizens born outside Canada and those with student or working visas. **Newcomers** – landed immigrants who came to Canada up to five (5) years prior to a given census year. **Refugee** – a person who is forced to flee from persecution and who is located outside of their home country. **Refugee Claimant** – a person who has fled their country and is asking for protection in another country. We do not know whether a claimant is a refugee or not until their case has been decided.

Are you an Immigrant, Newcomer, Refugee, or Refugee Claimant?

- Immigrant
- Newcomer
- Refugee
- Refugee Claimant
- _____ (please specify)
- No
- Prefer not to say

Section 2 – Staff Retention

While we aim to hire a diverse workforce, it is equally important to create a work environment that supports and welcomes each employee to bring their full self to work. The effectiveness of an organizations' DEI work is often well reflected in how long staff stay at an organization. To that effect, please indicate how long you have worked with (insert organization name):

- 0 – 2 years
- 2 – 5 years
- 5 – 10 years
- 10 – 15 years
- 15+ years

2. Employee Surveys

Anonymous employee surveys can bring different perspectives on what is working and what isn't in the workplace. You can gain a deeper understanding of the sentiments within employees and set a baseline against which you can measure progress. It is also important here to analyze disaggregated data while possible because these trends might be very telling. For example in a 96% positivity response, the 96% might be entirely homogenous whereas the 4% might be racialized folks. This type of information is important and lends important insight into what's working and what isn't.

And there you go! With a complete understanding of where you are, you can make plans for immediate steps ahead, set relevant goals, measure your progress and achieve success!

2.3 Join the Coalition and follow the Road Map

If you are interested in joining a local commitment to DEI, embedding accountability within your organization, connecting more effectively with the larger Manitoba community, and receiving continuous guidance then the CODE Coalition is for you. We have created a roadmap to help guide your next steps.

Step one: Sign onto the Coalition!

- Visit our website to start the signup process [here](#).

- You will be asked a number of questions for three reasons:
 - To provide us valuable insight as to how we can tailor our CODE program and resources to meet your specific needs.
 - To serve as a reflective exercise for you and your organization as you sign onto the CODE Coalition.
 - To provide our third-party researchers baseline information on how far along CODE signatories are on their DEI journey. This will enable us to track progress over time to assess the impact of CODE on our city's business community.
- Visit the private [CODE Coalition Member page](#) on our website to download resource templates and other helpful tools.
 - Once you sign on to the Coalition you will gain access to our private member page.
 - On this page you will find downloadable files, marketing assets, social media and email templates and more.
 - You will also have the opportunity to download the CODE Coalition Member logo and add it to your website or email signature.

2.3.2 Get your team involved

Now it's time to get your team involved!

Engage your team by inviting your team to create a CODE Coalition working group.

Plan a CODE Coalition launch with your entire organization, letting them know about your commitment and the benefits to the workplace.

Share the CODE resources and list of CODE events with your entire team.

2.3.3 Engage with the community

Post on social media letting your community know you are now a CODE Coalition Member. (See 2.3 for more details.)

Register for CODE events throughout the year

- Our CODE events provide you with impactful strategies, guidance, and connections to improve diversity, equity and inclusion in your workplace. Our CODE events cater to all audiences no matter your knowledge of DEI topics. We encourage you to share these dates with your team and attend our CODE events to build, refine and advance your organization's DEI journey.
- See 1.4 Section B for more details



Thank you for taking the time to read through our CODE Kickstart Guide and kickstarting your journey!

We know there is a lot here and it can be overwhelming. If you have further questions we encourage you to attend one of our monthly CODE 101 virtual meetings hosted by myself, Sanjana Vijayann, Diversity and Inclusion Manager. I help answer any of your questions and navigate you through the many resources and events. If you need to reach out directly, connect with me online.

All the best,
Sanjana

For more information on CODE:
Sanjana Vijayann
Diversity and Inclusion Manager
E: svijayann@winnipeg-chamber.com
P: (204) 944-3326