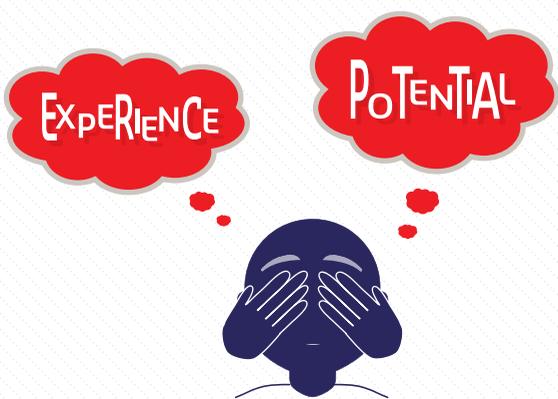


BE

INCLUSIVE EVERY STEP OF THE WAY

To keep up in today's competitive market, companies are eager to cast a wider net on the talent pool by promoting a corporate culture of diversity and inclusion. Attracting and retaining employees from all walks of life means gaining access to unique perspectives and staying fresh. However, diversity and inclusion initiatives don't just stop at recruitment. Considering diversity and inclusion practices throughout your business can ensure that your company walks the talk.



RECRUITMENT

On a resume, forget the ~~name, gender and birthdate.~~

Analyze the candidates on their **experience and potential.**

DEVELOPMENT

Diversity and inclusion workshops are not only educational; they are an opportunity to address the importance of an inclusive culture and can help foster understanding between employees.



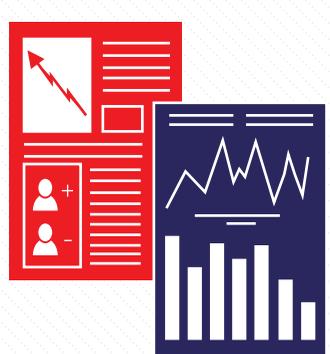
NETWORKING



Provide opportunities for employees to learn from each other's experiences. Networking events can lead to mentorships and sponsorships that promote professional and personal growth for employees who need avenues for support.

MARKET ANALYSIS

Employees aren't the only ones who can benefit from an inclusive workplace culture. Your customer base has various and unique needs. Understanding and catering to those needs means learning about the demographic, cultural, socio-political and economic environment of those you are serving.



PARTNERSHIPS



Who you do business with is just as important as how you do business. Consider working with partners who are committed to a diverse supply chain, who support women-owned businesses, who are committed to supporting local farmers, Aboriginal business development or who give back to their local community.

47.3% OF THE
CANADIAN LABOUR
FORCE IS MADE UP OF
WOMEN.

3.8 MILLION
CANADIANS BETWEEN
THE AGES 15-64
SELF-IDENTIFY AS DISABLED

The 10 disability types identified are: seeing, hearing, mobility, flexibility, dexterity, pain, learning, developmental, mental/psychological and memory.

IN 20 YEARS AT LEAST

1 IN 4

CANADIANS

WILL BE FOREIGN-BORN.

Approximately

71% will be visible minorities.

IN 74%

2012 OF CANADIANS

SAID THEY KNOW SOMEONE WHO IS LESBIAN, GAY, BISEXUAL OR TRANSGENDER (LGBT).

ALMOST **1 IN 4** PEOPLE IN THE CANADIAN LABOUR FORCE COULD BE AGED 55 OR OLDER BY 2021.

1. Catalyst. Catalyst Pyramid: Canadian Women in Business. New York: Catalyst, 2014. 2. 3. Statistics Canada: Projections of the Diversity of the Canadian Population, 2006 to 2031, pp. 16-17 4. BMO Survey, Oct. 2, 2012 5. Statistics Canada: Canadian Survey on Disability, 2013 6. The Forum Research poll, National Post 6 Statistics Canada, 2011