



Diversifying Your Practice and Inner Circle

AS | DS
American Society for
Dermatologic Surgery

COSMETIC AND RECONSTRUCTIVE **EXPERTISE**
FOR YOUR *skin health and beauty*SM

DIVERSITY AND INCLUSIVENESS

from AIHR Academy

1. Start with inclusive core values
2. Showcase your people
3. Seek feedback and measure progress
4. Build community
5. Let the why inform your efforts
6. Stop looking for a culture fit
7. Don't dismiss employee feelings
8. Champion life flexibility
9. Educate your employees



1. INCLUSIVE CORE VALUES

Build Trust and Create a Positive Environment

- Leadership
- Mentoring
- Communication
- Bonding

Every person is an integral, valued part of the environment.

2. SHOWCASE YOUR PEOPLE

- **Telling stories** that show off main characters of various backgrounds to reflect the diversity we have within our own practice / company.
- Taking time to make sure **everyone feels seen and heard**, you can foster genuine relationships and conversations.
- **Monthly meetings, awards, e-blasts, in-office support their passions, Instagram, Facebook, in-office communication.**
- Lectures (**with coaching how to present**), meetings.

3. SEEK FEEDBACK and MEASURE PROGRESS

- Encouraging input from all team members allows you to take a step back to see the successes and possible areas of improvement that your business is facing.
- Surveys, surveys and surveys!!!
- Anonymously
- Summaries for staff real time
- Summaries for change and strategy
- Staff members assess themselves; their lead assess them and then administration does
- Clear expectations upfront & an improvement plan if necessary

4. BUILD COMMUNITY

- Creating a community for staff to meet, share resources, and offer mentorship opportunities.
- Organizing within our community for group special projects outside of our community.
- Hospital tours, melanoma walks, adopting a family, Handi-dog, Breast Cancer Bootcamp, Casas de los Ninos.
- Written responsibilities to mentor each other.

5. LET THE WHY INFORM YOUR EFFORTS

- **Why** do you want a more diverse and inclusive workplace?
- It may seem intuitive, but instead have **open discussions**. Foster conversations about employee experiences and ways to better handle issues or be sensitive to different cultures.
- **With everyone's buy-in, you can set the overall company mission, vision, and values around diversity and inclusiveness.**
- **The next step is to hold everyone accountable** through regular training, activities, feedback and review.

6. STOP LOOKING FOR A CULTURAL FIT

- Oftentimes, when recruiting new talent, leaders look for someone who is a culture fit.
- If you operate in a company with a certain culture, you've already subconsciously ruled out people who might be different from what you've identified to be the norm.
- Hire outside of traditional staff and traditional roles.

7. DON'T DISMISS EMPLOYEE FEELINGS

- If you want to build a more inclusive workplace, empathetic leadership is essential.
- Administrative Open Door
- Life coach confidentially available
- Management consultant confidentially available
- Physicians will listen and refer out if medical management is necessary
- Circle back
- Employees must help develop a plan. No triangulation.

8. CHAMPION LIFE FLEXIBILITY

- This allows our employees to have the **freedom to excel** based on their own unique capabilities, grow new skill sets, and go after new opportunities when they find them.
- People have **different work styles** or things in their life that are very important to them.
- **Business success today isn't just about making money anymore. It's about having a shared purpose that benefits your business, your employees, your customers, and society.** For us, this provides a deeper connection to the work we're doing.

9. EDUCATE YOUR EMPLOYEES

Training helps to make people aware of unconscious bias, which occurs when we make judgments about people based on their gender, religion, race or other factors without realizing we're doing it.

