

Co-Creating Innovative Solutions for a More Equitable Future

Moving **from intention to action** on equity and inclusion in everyday work



TIDAL EQUALITY



BCcampus



**Strategy, Policy and Program Analyst at
Tidal Equality**



TIDAL ∞ QUALITY

We help organizations and teams build
equality better in everyday work

OUR VISION

A world in which equality is the new status quo and everyone
can achieve their full potential

OUR CLIENTS

A snapshot of businesses building justice, equity, diversity, and inclusion in new ways



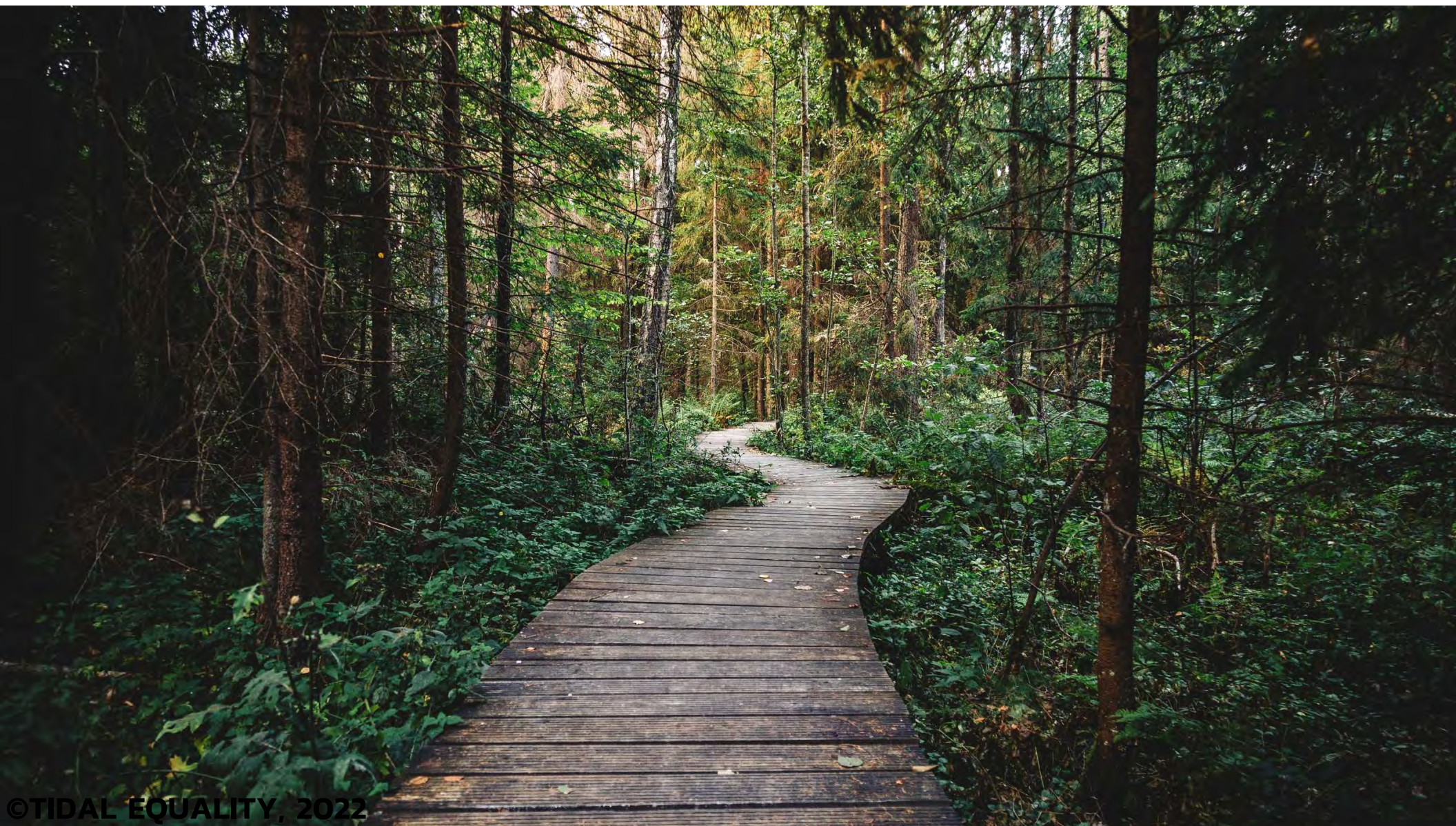
OUR TEAM



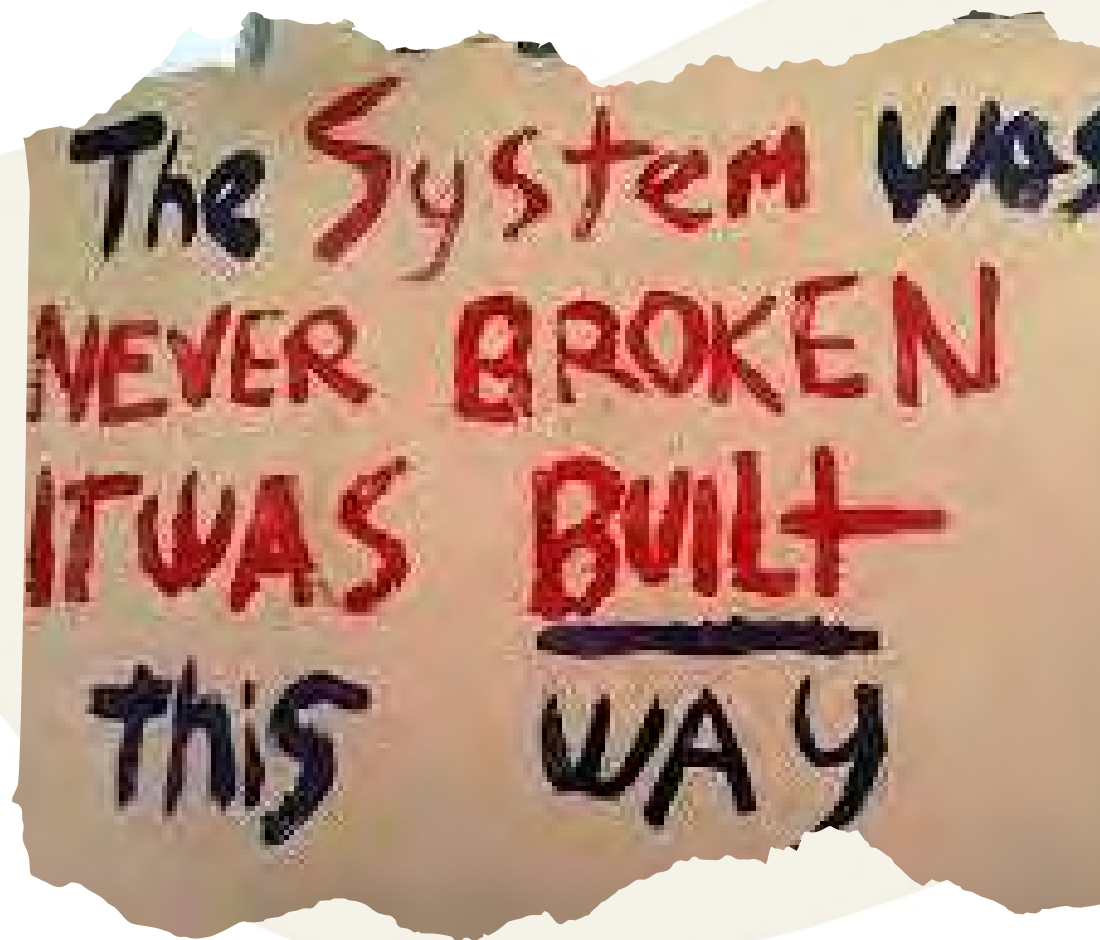
Co-Creating Innovative Solutions for a Better Tomorrow



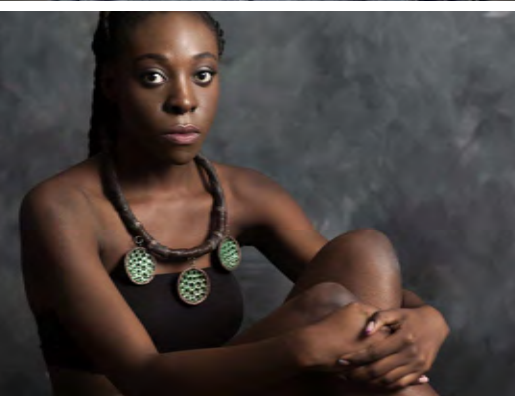
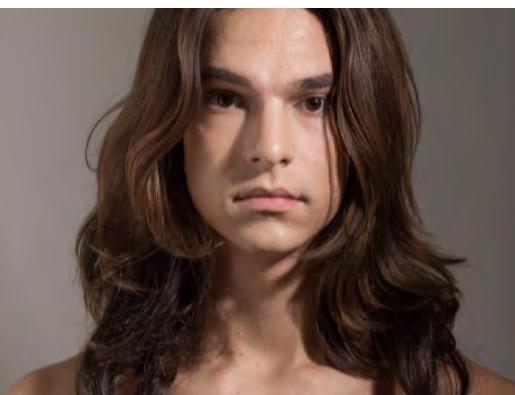
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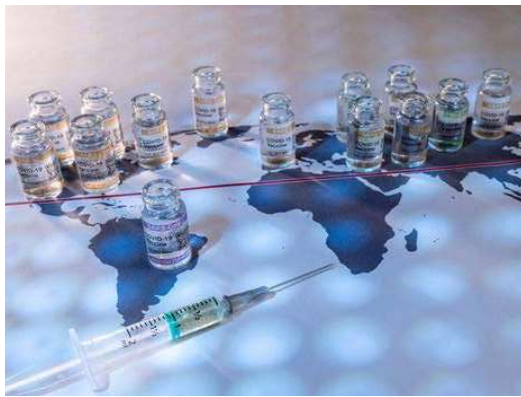


The System was
NEVER BROKEN
IT WAS BUILT
this WAY



INEQUALITY:

One of the biggest challenges,
and
we have all been affected by it.



BIAS - at the root of INEQUALITY



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A blurred, high-angle shot of a large crowd of people walking on a city street. The image is overlaid with a vibrant rainbow light leak effect, creating a sense of movement and diversity. The text "FACT: we all have biases" is centered over the image.

FACT:
we all have biases

COGNITIVE BIAS: a flaw in our thinking

biases are mental shortcuts which influence the
way we think and act



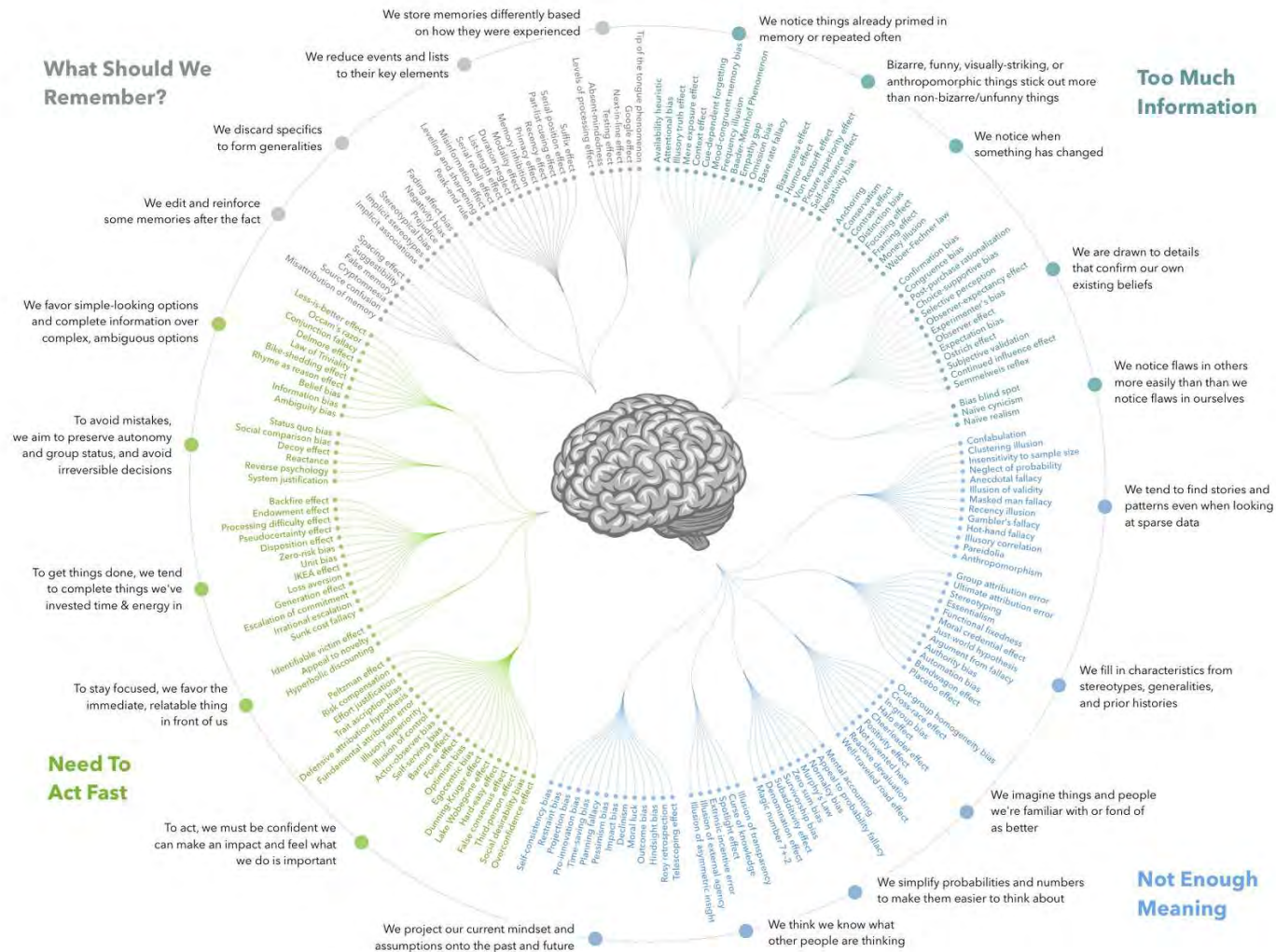


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COGNITIVE BIAS CODEX



INEQUALITY AND POST-SECONDARY INSTITUTIONS



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Inequality in post-secondary environments can look like:

- groups of students consistently not faring well
- homogeneous representation across roles, positions & academic areas, (tenured faculty primarily white and male; poor representation across leadership positions, etc.)
- staff reporting “hitting a glass ceiling” re: advancing, promotions, raises, etc.
- segments of students struggling with online learning due to gaps in internet access
- gaps in information and resources disproportionately impacting international students, students from indigenous communities, staff members, etc.

INEQUALITY IS EXPERIENCED IN MORE THAN ONE WAY

- the status quo – one group's unconscious bias misshapes the system
- impacts academic success, recruitment, retention, etc.
- reinforces stereotypes and amplify backlash

Stress and Burnout



- burden of "extra work" and administrative tasks fall on specific groups, with limited or no support
- women given unnecessary and uncompensated "office housework"
- usual responses have done more harm than good

“We are bogged down by processes and administrative tasks, we're not thinking big in a collaborative way. There's so much we could do but it's difficult to find the time to think about the innovative things we could be building.”

Racial Inequality



- micro and macro-aggressions from peers, managers, and leaders
- this shows up as: micro-management, lack of recognition, pay inequity, punitive treatment of students, etc.
- dropout rates and attrition of racialized students and employees is widespread
- lack of action on DEI commitments exacerbate challenges

“I think the institution best serves well-off white male students with traditional lives, well-off white male faculty with traditional lives, and well-off white male administrators with traditional lives.”

“We consistently see lower acceptance rates among Black applicants. This is concerning.”

QUESTION

What inequalities
do you experience
or observe in the
world around you?



Too few people – and too homogeneous a group of people –
**are controlling how the academic system
functions and operates.**

Too few people – and too homogeneous a group of people –
**are making decisions which shape the "solutions" to
inequalities they don't understand or experience.**

“Leadership feels tucked away and not accessible to most people. It doesn’t feel like people doing the actual work have a say in decisions that affect their jobs. It doesn’t seem like most members of leadership care.”



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A NEW APPROACH: COLLECTIVE WISDOM



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WHAT IS COLLECTIVE WISDOM?

- Collective + Wisdom = insight, knowledge and new opportunities
- a new way to be more collaborative, innovative and participatory

“To share collective wisdom with others is to make meaning from disparate threads and weave together a fresh understanding.”

Key Pillars of Collective Wisdom

1. Collaboration, Cooperation, and Co-creation
2. Participation
3. Unique Perspectives
4. Deep Connection

Collective wisdom allows us to discover, improve and invent new ways of thinking and doing; encourages deeper connections; and helps to build our collective capacity for new and more equitable opportunities.

QUESTION

What are some of the 'big world problems' that are keeping you up at night?



The kinds of complex problems we're facing today
demand solutions which are
**creative and innovative, and encourage
collective–problem solving.**

**WHAT WE DESPERATELY NEED IS COLLABORATION,
PARTICIPATION, AND REPRESENTATION**

COMMON PITFALLS TO AVOID





Note the difference between Collective Wisdom and 'groupthink'

- a common tendency to maintain minimum disruption of the status quo
- “collectivity without vigilance” despite good intentions can be harmful





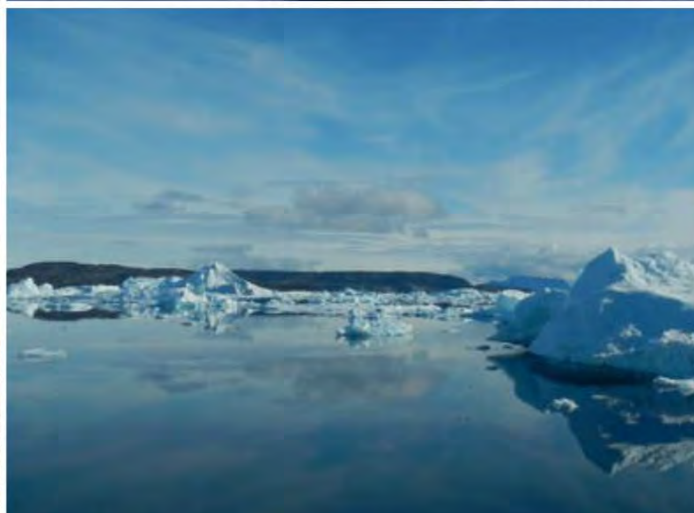
Avoid putting window-dressing over DEI culture-building initiatives

- tick-box culture and (often unintentional) focus on just “filling seats”
- need to “look representative” does not help bridge the intention-action gap



**What kind of mindset
is helpful?**





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*“Today we need the
correct mix of voices,
ambition, and action”*

PRIME MINISTER OF BARBADOS, MIA AMOR MOTTLEY

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*"Know what we've fought
Need not be forgot nor for none.
It defines us, binds us as one,
Come over, join this day just begun.
FOR WHENEVER WE COME
TOGETHER,
We will forever overcome."*

AMANDA GORMAN, AMERICAN POET

GUIDELINES AND STRATEGIES



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Find Your Common Cause

- explore questions like, “Why are we here?” to help shape context, find connection points, etc.
- connection to something bigger is a good motivator to drive change
- benchmark your progress as you set out to expand equity at work, and everyday life
- common values are a useful anchor and establish “safety amid uncertainty”



Our default to decision-making wasn't designed with an equity-focused mindset, and despite the 'good' intentions, current interventions are falling short.

Invite the correct mix of voices

- redesigning everyday work and decision-making is needed to be more equitable
- create more and better opportunities: multiple seats for multiple people
- make space where every voice counts, and every perspective is valued and respected



Don't just “look diverse”, instead embrace diversity!

NONE OF US HAD THE SAME STARTING POINTS:

The burden to find opportunities has always
fallen on those who didn't have access
to the means in the first place.

“So often (that) proof doesn't exist for women. Not because we aren't qualified, but because we haven't been given the opportunity... if you're trying to be inclusive, don't give someone new a seat made of straw until they prove they deserve a better one.”

LILLY SINGH, CANADIAN COMEDIAN



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Trust people to solve the complex problems



- people who experience the problems **have the wisdom** to solve those problems & build better solutions
- embody curiosity and practice deep-listening & learning, be more transparent to pave the way for better trusting relationships
- give people the supportive seat they need to be courageous & candid

If you're too focused on the 'proof', you're missing out on innovation and spearheading change

"Tough conversations": what leaders too often
fear may disrupt organizational culture,
employee morale & productivity, and most
importantly profitability

Break new ground for courageous conversations



- innovative organizations are investing in solving complex equity problems affecting their people, customers, and clients
- create conditions for more honest and bold conversations, and welcome dissenting perspectives
- more representation & participation makes way for building more empathic systems

Invest in empowering something different.
Invest in a new voice.



EQUITY SEQUENCE™

WHAT IS THE EQUITY SEQUENCE™?

- 5 simple questions **anyone** can apply to their work and decision-making
- reveals bias baked in to work and design; reveals opportunities for **inclusive innovation**
- equips organizations to move beyond education to activation on equity and inclusion

Want to Learn?

bccampus.ca/projects

click "Anti-racism" project



- 2.5 hrs self-paced learning and practice time
- global community of learners
- downloadable resources
- weekly live coaching sessions

**Let's co-create a world where
EQUALITY is the NEW STATUS QUO**

