

Top DEI Trends to Consider in 2022

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5 Significant Trends

1. Increased use of artificial intelligence (AI) and technology in recruiting.
 - a. **Rewording** job descriptions and job postings.
 - b. **Removing** names and other identifying information from resumes and job applications.
 - c. Facilitating **anonymized** interviews/auditions.

Key Question: **Which technology should you focus on in 2022?**

Masculine Terms

1. Strong
2. Lead/Leader(s)
3. Analysis/Analyze
4. Individual(s)
5. Decision(s)
6. Driven
7. Competitive
8. Expert
9. Objectives
10. Principles

Gender Neutral Terms

1. Able/Proven/Excellent
2. Head/Manage/Manager
3. Study/Test/Research
4. People/Team Members
5. Choices/Outcomes/Conclusions
6. Inspired/Motivated/Energized
7. Results-Oriented/Enthusiastic
8. Professional/Skilled/Adept
9. Goals/Aims/Targets
10. Values/Beliefs/Practices

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2. Managing the ongoing impact of COVID-19 on DEI.
 - a. Recognize that DEI **still matters**, even during a pandemic and post-pandemic.
 - b. Take steps to **reaffirm** your commitment to DEI despite the uncertain landscape created by COVID-19:
 - If you already have a robust DEI program, just keep doing what you're doing.
 - Determine if you need to adjust goals, plans, policies or strategy.
 - Communicate any logistical changes and why they are happening.
 - c. Offer work **flexibility**, whenever possible.
 - d. Learn how to effectively connect, engage, implement and educate **virtually**.

Key Questions: **What's the greatest barrier to your DEI process right now? What's the next step you need to take to address this barrier?**

3. Supporting employee's mental health.
 - a. Check in to see how your **employees** are doing.
 - b. Provide mental health resources like EAP's and **coaching**.
 - c. Provide mental health **training**.
 - d. Teach leaders how to identify signs of **emotional** stress.
 - e. Teach and encourage leaders to use active **listening** and self-**disclosure**.

Key Question: **What's your next step when it comes to supporting employee's mental health?**

4. Enhancing equity and inclusion through unconscious bias and microaggressions training.
 - a. Provide ongoing **learning** opportunities around unconscious bias, microaggressions and communicating across cultural differences (e.g., using **inclusive** language).
 - b. Connect learning and education opportunities to specific job **responsibilities** and work outcomes.
 - c. Facilitate **unbiasing** actions that examine a specific process with the goal of identifying and reducing unconscious bias within that process.
 - d. Create opportunities for individuals to **interact** across cultural differences.

Key Question: **What process should we focus on unbiasing?**

5. Using DEI achievements to "tell your story" as a recruitment/retention tool.
 - a. Use social media to promote your DEI **brand** (e.g., share content that communicates your brand, demonstrates why it is great to work for your organization and/or provides an educational benefit).
 - b. Use **video** to tell your story (e.g., create an instructional video, demonstrate a product, service or process, tell a story, create a testimonial, introduce your staff members, create a video tour).

Key Question: **What's the most efficient way for us to tell our story?**

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Dr. Tyrone Holmes is a professional speaker, consultant and coach who has spent more than two decades teaching thousands of people to build powerful relationships in diverse settings. He has facilitated over 1,500 live and virtual presentations that have taught participants to reduce the "noise" in their lives, to effectively communicate their messages, to connect with diverse audiences and groups, and to reduce the negative impact of unconscious bias. Dr. Holmes served as a full-time faculty member at Eastern Michigan University in the Department of Leadership and Counseling, and at Wayne State University in the Department of Theoretical and Behavioral Foundations. He is also a Past President of the Arizona Chapter of the National Speakers Association. Dr. Holmes was awarded the designation of eSpeakers Certified Virtual Presenter and most recently, Certified Virtual Host.