



Hampton Roads Diversity and Inclusion

Consortium Spring Newsletter

Diversity and Inclusion Must Remain Front and Center in a COVID-19 World

By Vanessa J. Weaver, Ph.D. (excerpt from full article found [here](#)).

Now is not the time for business to cut its Diversity, Inclusion & Engagement (DI&E) programs. DI&E needs to be a significant part of the engine that jumpstarts business recovery, from the unanticipated disruption of COVID-19 to planning for their employee's "reintegration."



Employees have been impacted by the real fear of the coronavirus. Many know someone affected; some know a person who has died; all have had their lifestyles impacted. Job security fears are also very real, with many employees furloughed, terminated or knowing someone who has been.

These realities present an incredible opportunity for internal DI&E organizations, HR and external D&I consultants to provide innovative solutions to their business partners. DI&E issues will have a significant impact on the success of employee reintegration and how organizations reconnect with diverse groups of customers and redefine relationships with the global and local communities in which they operate.

Every aspect of an organization's culture and operations will be impacted. This new normal regarding "cultural reintegration" is a critical lane that D&I practitioners should address. It is the secret sauce needed to stabilize our businesses and accelerate the business strategies, while leaders are focused on the financials to keep their doors open.

Culture reintegration issues impact an organization's retention, development, teaming, and employee engagement. Here are three key recommendations that drive solutions for a new normal for cultural reintegration:

1. First, business leaders should take a pause before eliminating DI&E. There should be a mandate for diversity practitioners within organizations and/or external DI&E consultants to be official members of corporate re-integration teams.
2. Diversity & Inclusion practitioners should take the lead and re-evaluate their company's current portfolio of DI&E programs, training and interventions to determine which ones add value for the upcoming phase of the cultural reintegration.
3. Companies and diversity & inclusion practitioners should focus on the corporate brand and their responsibility to address the impact of racial disparities in the marketplace. Increased media attention and public awareness have brought to light the long-term systemic impact of the current pandemic-related realities of Black and Brown communities.

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Labor Day Worldwide

May starts with Labor Day on May 1, celebrated internationally both as a spring holiday, and to honor working men and women. This demonstrates the need for awareness of global differences, as this holiday is not celebrated in the United States or Canada until September.

Native Americans

May 24 celebrates the birthday of Native American James Thorpe, chosen best athlete of the first half of the 20th century in an Associated Press poll. Thorpe won the decathlon at the 1912 Olympic Games, and went on to play both professional baseball and football.



Thanks to our friends at Diversity Resources for this great information!

See more @ <https://www.diversityresources.com>



HRDIC Mission:

To create a regional learning exchange for organizations to share ideas and best practices on the value of diversity and inclusion.

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