

THE  
**ANATOMY**  
OF DIVERSITY

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**NEELAM CHAND**

SVP, DIVERSITY AND INCLUSION OFFICER  
ZIONS BANK



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WHAT WE'LL

# **EXPLORE**

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how companies are approaching diversity

what an ideal approach would look like

tips to move your organization in the right direction



WHAT IS THE

# **ANATOMY OF DIVERSITY?**

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a concept that explores the inner workings and attitudes of an organization's diversity efforts



WHAT IS THE

# ANATOMY OF DIVERSITY?

How does the organization feel about diversity?

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How does the organization think about diversity?

a concept that explores the inner workings and attitudes of an organization's diversity efforts.

What is the organization doing about diversity?



THE  
**FOUR**  
APPROACHES

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"One-Hit Wonder"

THE  
**FOUR**

"Made from Scratch"

APPROACHES

"Solo Act"

"Side Show"



THE  
**FOUR**  
APPROACHES

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“One-Hit Wonder”

“Made from Scratch”

“Solo Act”

“Side Show”



# THE **ONE-HIT WONDER**

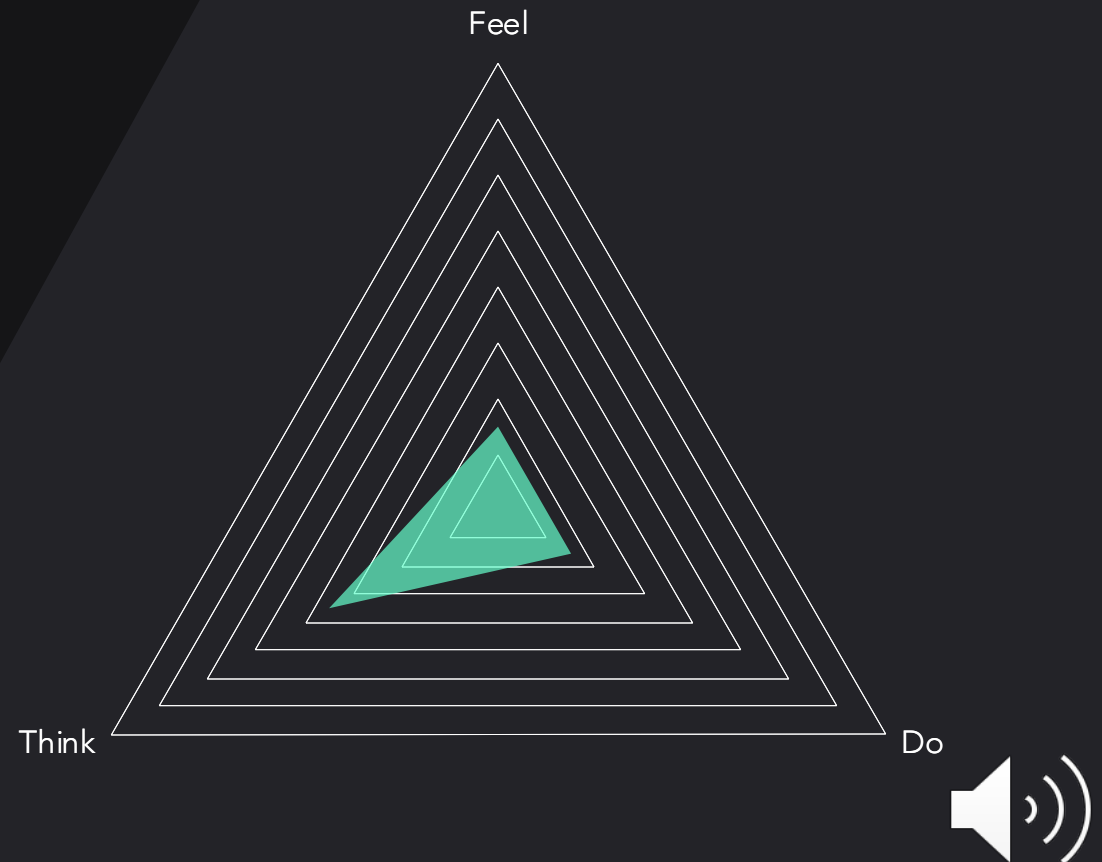
## APPROACH

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diversity is important but not a problem within the organization

they excel at one aspect of diversity

business continues as usual



# THE **ONE-HIT WONDER**

## APPROACH

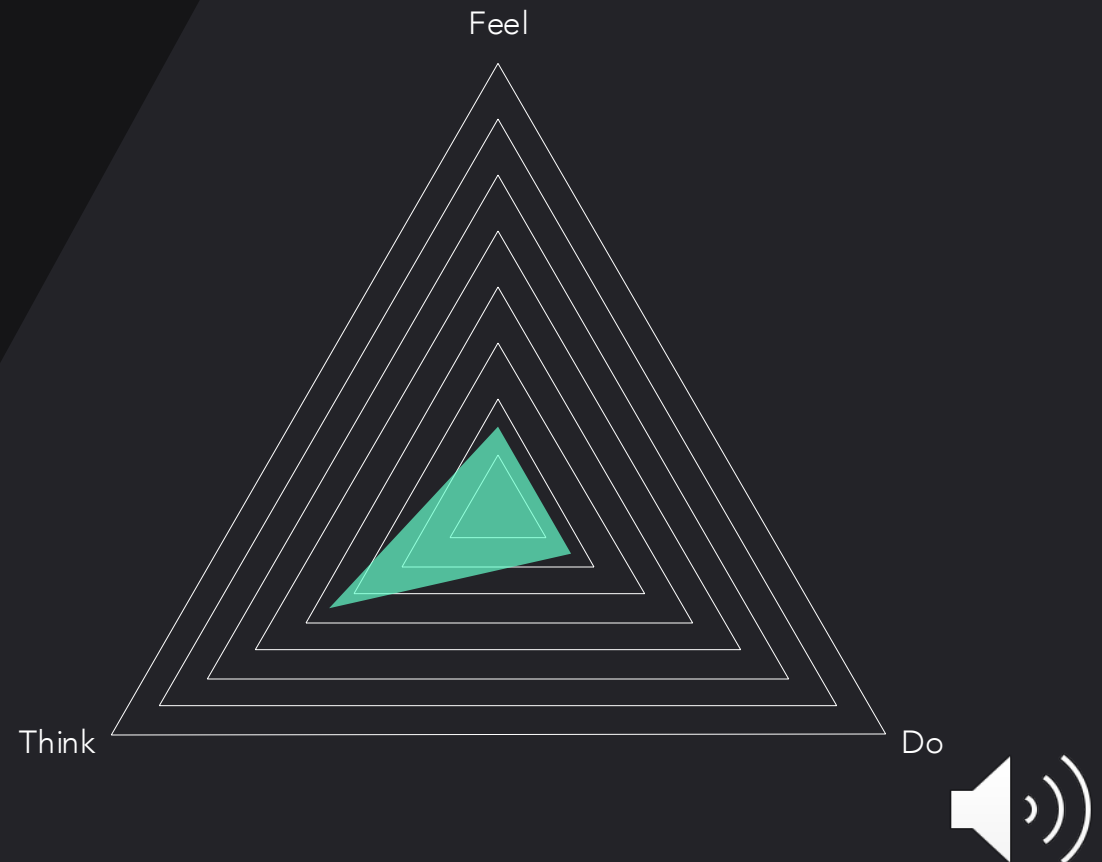
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### Challenges

disillusioned about the needs of  
the business

do not consider future growth

high turnover rates



# THE **MADE FROM SCRATCH**

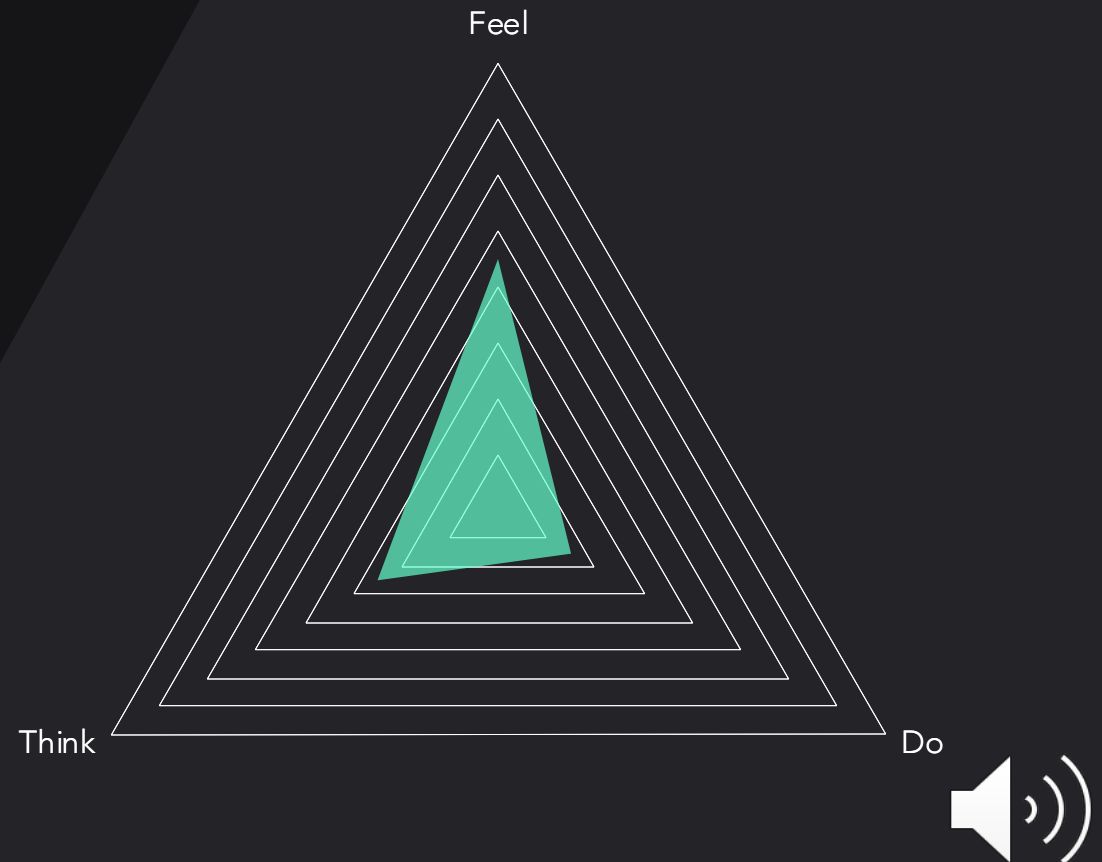
## APPROACH

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there's great passion but in small pockets

typically from the ground up

grassroots groups are formed



# THE MADE FROM SCRATCH

## APPROACH

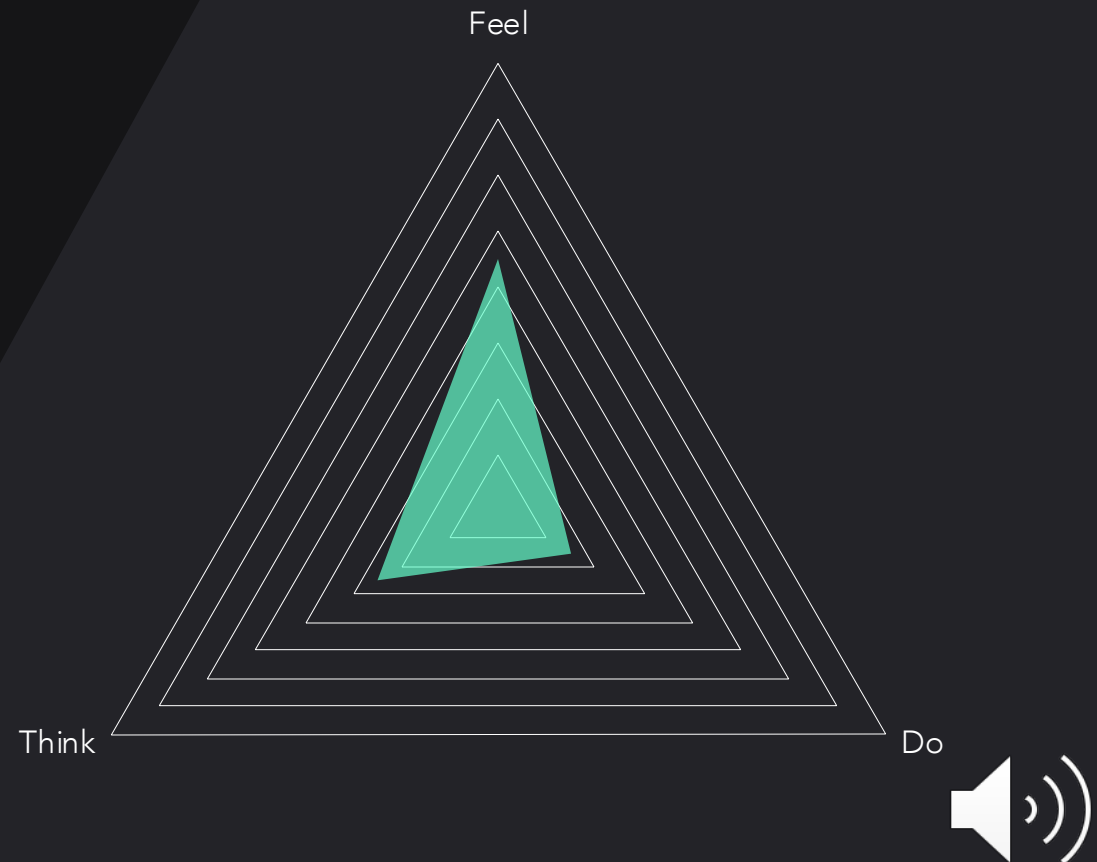
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### Challenges

groups begin to work in silos

resources are limited

becomes social event heavy



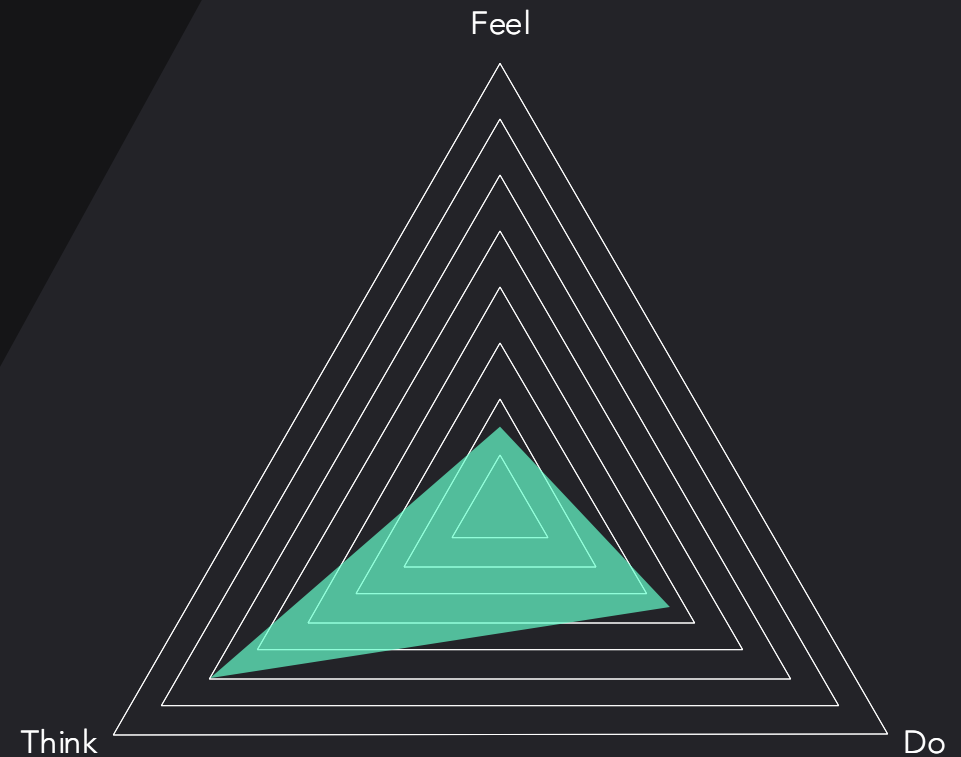
# THE **SOLO ACT** APPROACH

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majority of leaders feel diversity  
adds value towards the growth of  
the business

want someone to make it happen

hire a diversity leader full time



# THE **SOLO ACT** APPROACH

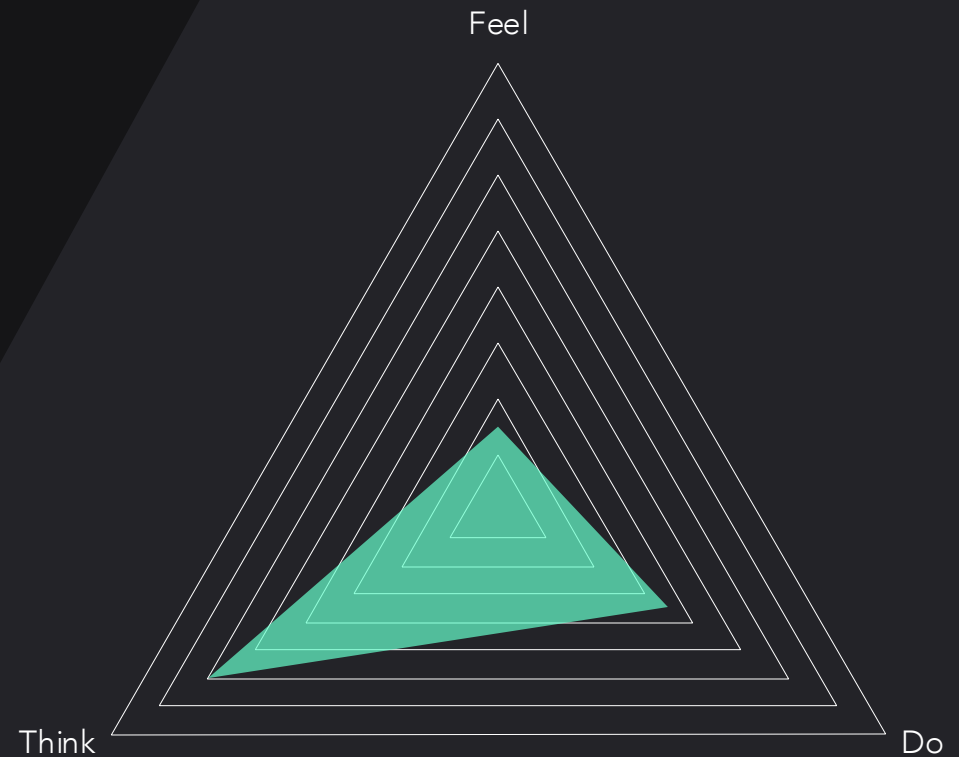
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## Challenges

organization places high expectations on a single person

role becomes PR heavy

lack of proper support or resources



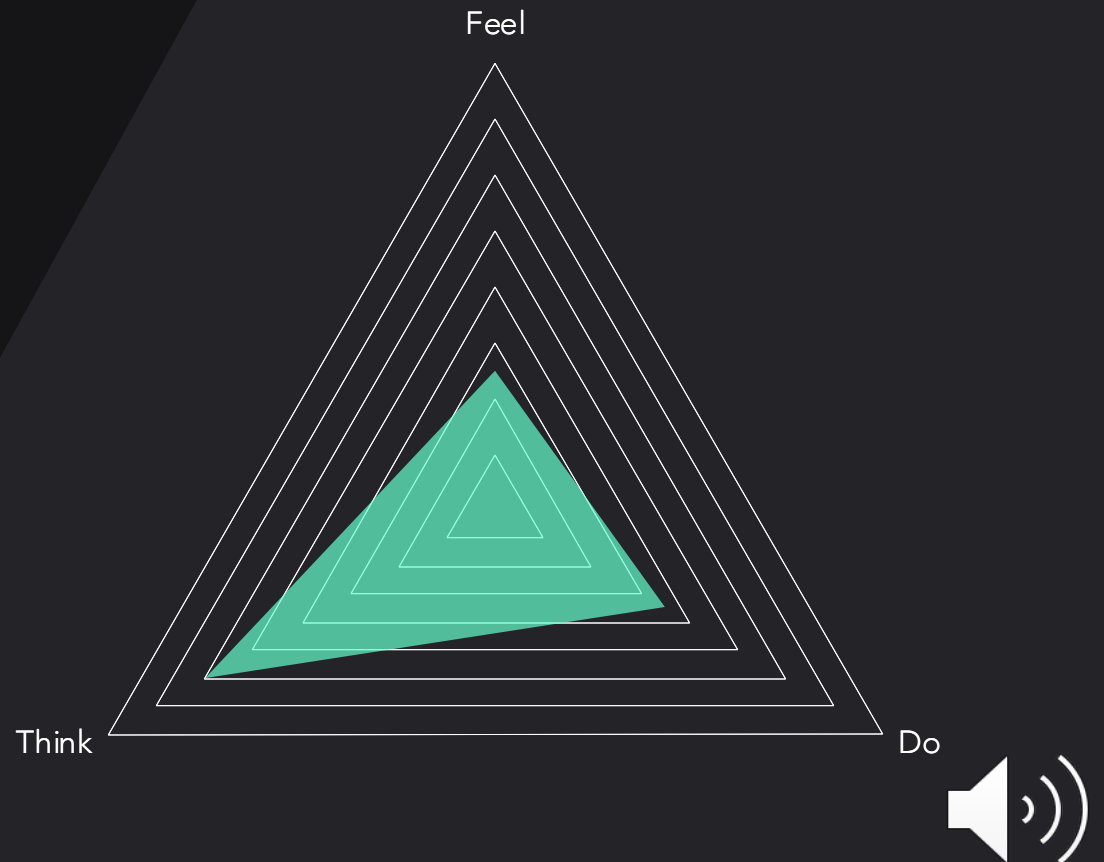
# THE **SIDE SHOW** APPROACH

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representation is important

emphasis on recruitment & hiring

diversity staff is part of HR



# THE **SIDE SHOW** APPROACH

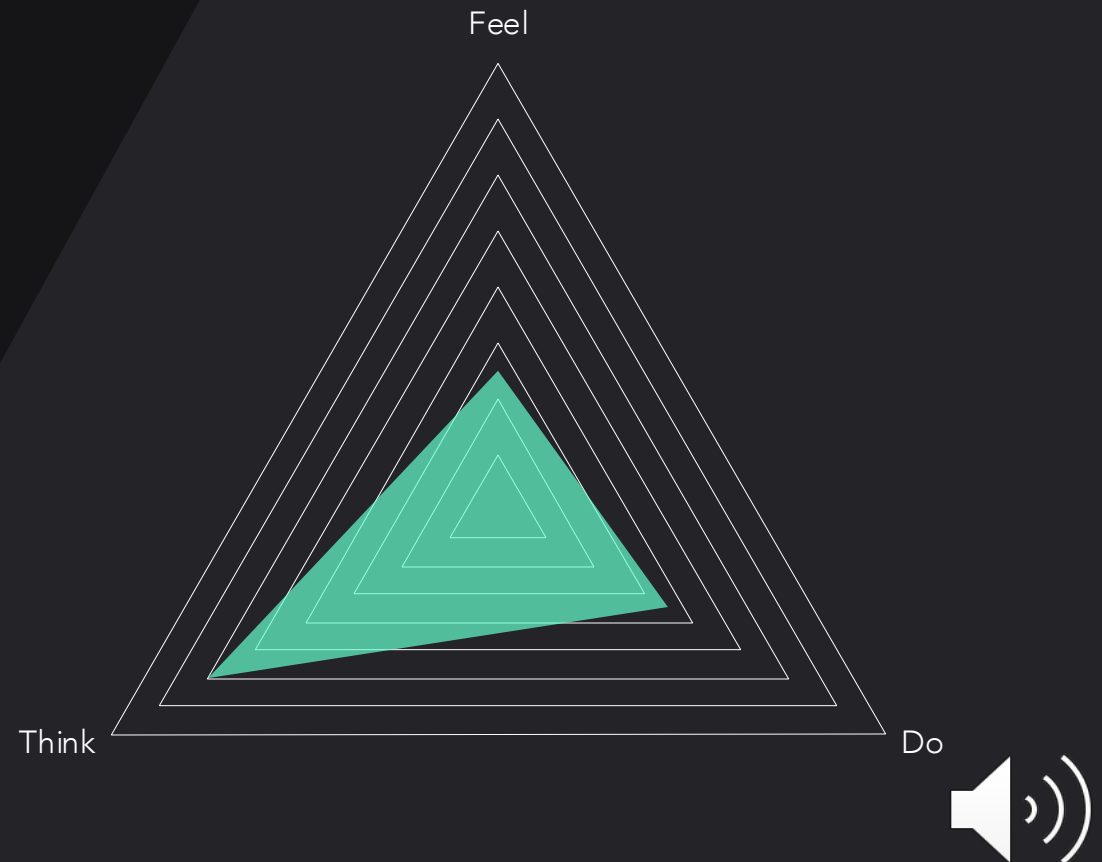
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## Challenges

diversity issues are solely an HR problem

diversity becomes a side project

executive & senior leaders are not held accountable





# THE **SIDE SHOW**

## APPROACH

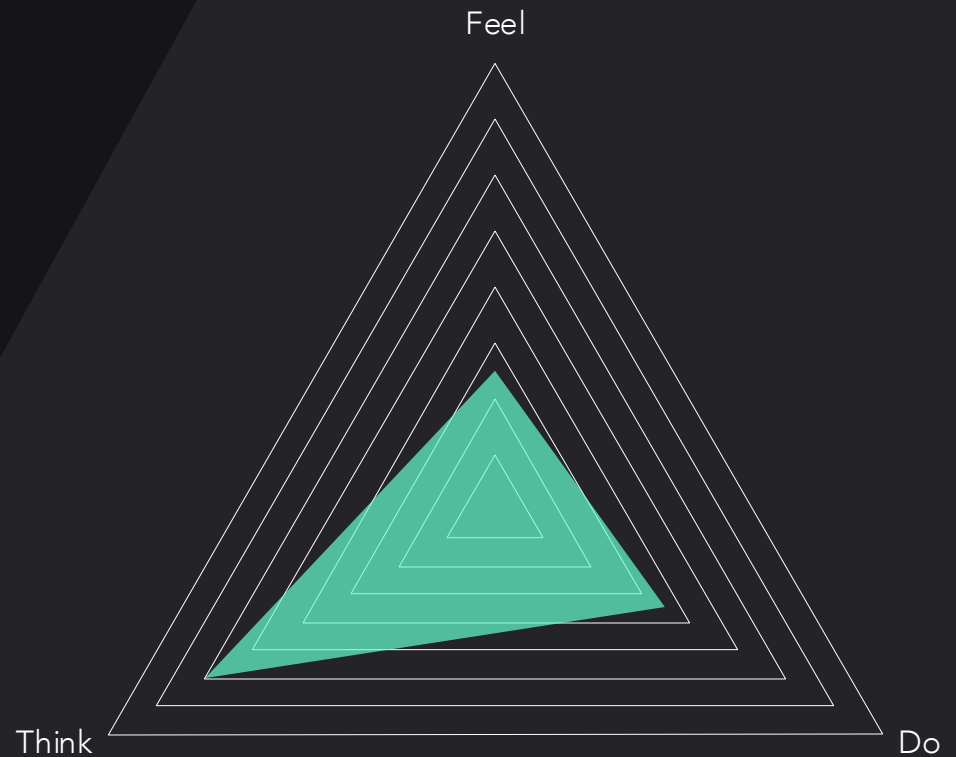
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### Challenges

diversity issues are solely an HR problem

diversity becomes a side project

executive & senior leaders are not held accountable





IN A  
**PERFECT WORLD...**



IN A  
**PERFECT WORLD...**



# THE **CATCH ALL** APPROACH

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# HOW TO MOVE MY ORG IN THE **RIGHT DIRECTION**

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focus on the structural issues

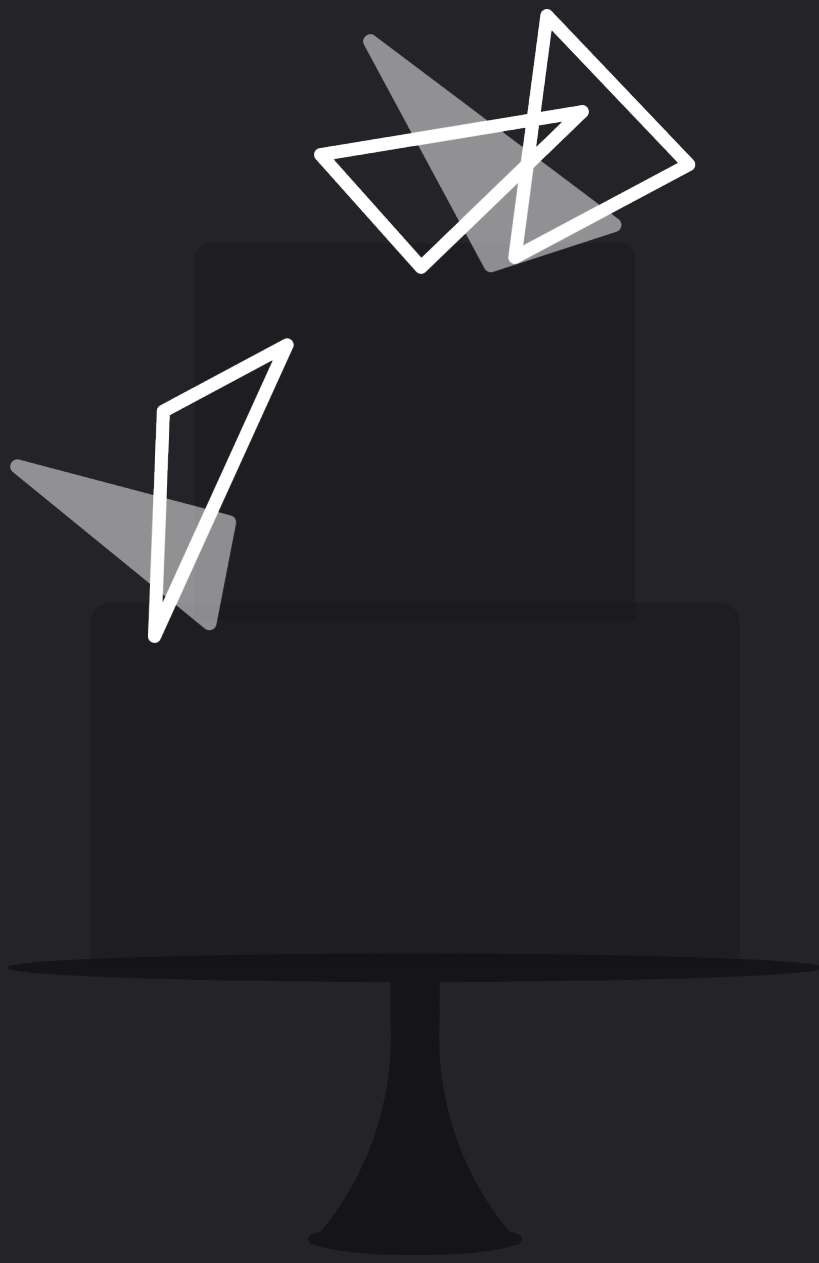


# HOW TO MOVE MY ORG IN THE **RIGHT DIRECTION**

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focus on the structural issues



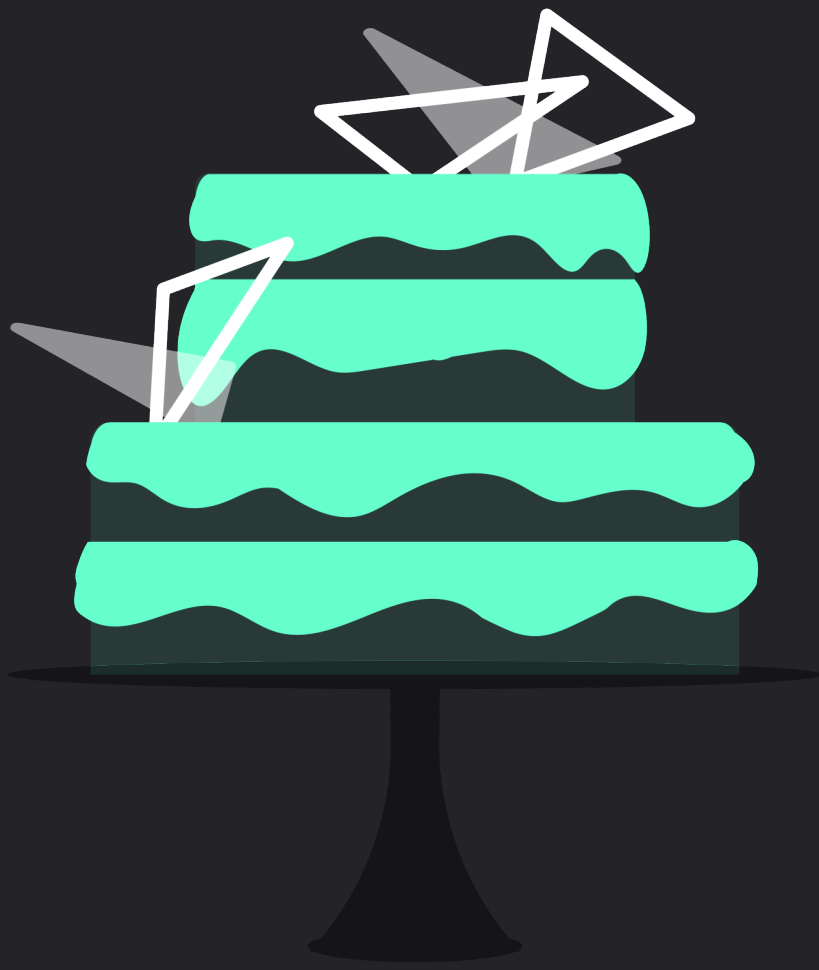


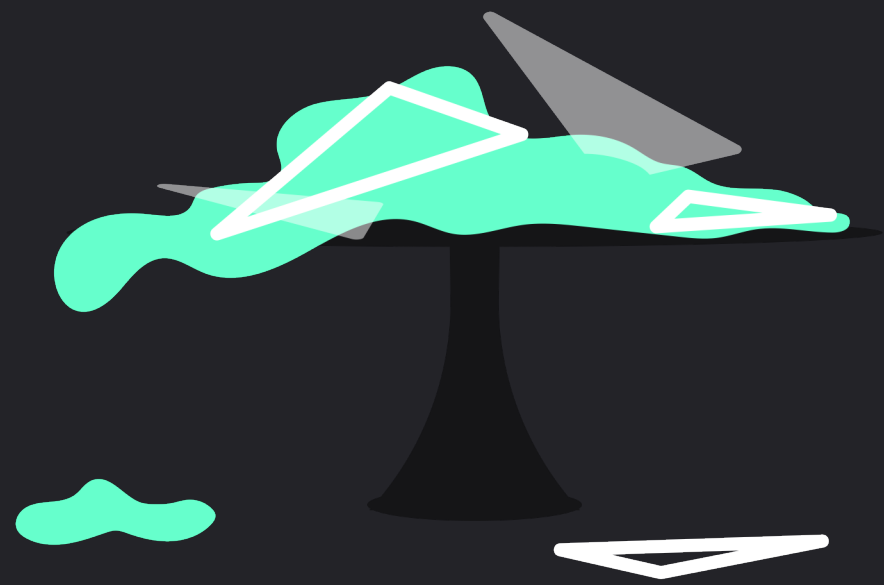












# HOW TO MOVE MY ORG IN THE **RIGHT DIRECTION**

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focus on the structural issues

don't do this alone



# HOW TO MOVE MY ORG IN THE **RIGHT DIRECTION**

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focus on the structural issues

don't do this alone

qualitative data is your friend

keep humans at the center



THANK  
**YOU!**

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# LET'S CONNECT!

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 @neelam-chand

