

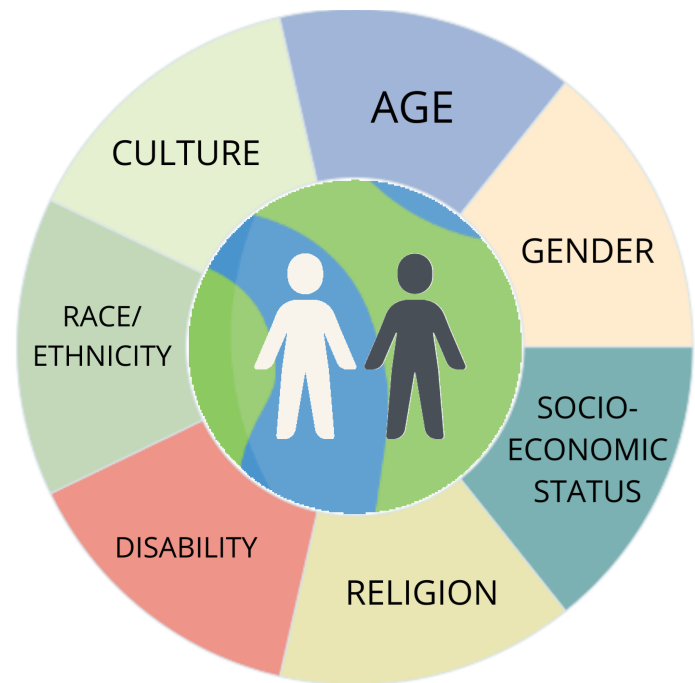
Overcoming Cultural Tokenism: How Can Workplaces Become More Diverse and Inclusive?



Workplace Diversity and Inclusivity

Companies have realized that implementing diversity and inclusion initiatives in recruiting and retention requires effort. These companies are aware that diversity involves routinely attempting to involve members of marginalized communities. The depth of diversity and inclusion cannot be conveyed by merely stating that you are taking action, or worse, by advertising that you are when you are not.

The best way to overcome cultural tokenism is to be empathetic, have emotional intelligence, and have humility. They are necessary for a diversified workplace, as employees need to get a clear picture to continuously learn and grow. But what might that look like in the world of business? And what steps can business leaders take to make sure they're paving the way for a more sensitive and inclusive workplace?



What is Cultural Tokenism?

When cultural elements are only half-acknowledged, the engagement becomes cultural tokenism, which has no genuine purpose and, worse still, may help to reinforce generalizations about a cultural standpoint.

Presenting or mentioning someone's identity when referring to them isn't necessarily a terrible thing, but when it occurs frequently and in certain contexts, it is tokenism. Lack of perspective, involvement, and understanding, the items are in fact "tokeistic" and useless.

Ways to Combat Tokenism in the Workplace

Consider a company that you may work for or with. How broad and varied is the management committee? Or the employees? Is your goal to put up a facade that your organization understands diversification and is regarded as being diverse, or are you truly making efforts to integrate representation in your enterprise because you recognize the importance of diversity and its value? Well, the good news is that it is possible to prevent tokenism. Making judgments regarding hiring that are diverse and inclusive should be built on factual data, which requires participation in the whole process, honesty about your understanding of the subject matter (or lack thereof), and expert assistance.



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Ways to Combat Tokenism in the Workplace (cont'd)

Avoid creating scenarios or narratives

Companies have incorporated inclusion and diversity into their promotional events to appeal to a larger audience. Sure, they are eventually exposed, and the fallout can be devastating. Stock photos must accurately depict your company's workforce, not just the face you wish to convey. Be careful to avoid the appearance of tokenism if you use pictures on your website, social media accounts, or in other online and offline marketing materials.



Accept accountability whenever necessary

Making customers and personnel from different backgrounds feel secure and valued is both your social and work obligation. You must accept responsibility for your actions and approach faults with empathy. Management and the general workforce should handle diversity and inclusion in the workplace and avoid making it a checklist item only because it has been trendy for a while. Paying attention to criticism and looking for practical answers can save your company from a massive downfall.



Verify your motives

Businesses that embrace diversity and inclusion tend to operate more efficiently, attract a wider range of talent, are more innovative and have a better understanding of various industries and customs. These factors all have a positive influence on society. For improved development, be vigilant to challenge any extra activities that don't align with a D&I strategy and support open criticism. Having a diversity and inclusion initiative allows your company to explore a wide range of new opportunities. A rise in innovation, a wider depth of talent, increased employee enthusiasm, and even greater revenue. You must develop a policy with genuine meaning and steer clear of tokenism.



Conclusion

Investing in diversity and inclusion opens up many possibilities for your business. Above and beyond, increased diversity is noted to see an increase in creativity, a broader talent pool, better employee management, and overall better profit.

Beyond all that, what's important is you create company policies and build a company culture that has solid intent behind it to defeat tokenism.

