



LEE MOZENA

ZENA CONSULTING
Founder / Owner

Location Factors into Measuring Inclusion

We wrote about evaluating more subtle signs of cultural inclusion for the winter issue of *Welcome* magazine (published for Snohomish county), where the 2019 U.S. Census found a 15% population increase and 3% decrease in "white alone" residents. Since the 2010 survey didn't include foreign-born stats, (a fast-growing, often "non-white" segment), diversity gains could be higher.

Why does this matter? Growth in competitive markets depends on attracting businesses. 'Livability' factors, like culture, are important because happy employees stay put.

Small Town Doesn't Necessarily Mean Small Minded

Diversity doesn't guarantee inclusion and a lack of obvious diversity doesn't prove exclusion. Diversity is higher in cities, but race is only part of the equation. Since only 4% of Washington citizens are Black, what other examples support a reputation for being more accepting of others?

Cultural Inclusion is a Northwest Tradition

Egalitarian values run deep here, and so does cultural diversity; starting with Native Americans. They were joined by Russian, Japanese, Chinese, and Latino immigrants, then Europeans (mostly Scandinavian.) Here are some less often mentioned but important examples of inclusion to build on:

- First Peoples influence NW policies and economies on the environment, social justice, arts, and tourism
- Washington has the USA's largest LGBTQ+ chamber
- American Muslims report a high level of acceptance



D&I Tips for the Uncertain

1. **Begin at the top-**

Inclusion is key part of a leader or manager's job-ready or not.

2. **Start where you are-** and don't apologize for being white, male, etc.

3. **Focus on strengths-** and develop a plan to improve overall inclusion.

4. **Look past the obvious-** to consider other aspects of diversity: age, gender, LGBTQ+, religion, ideas, geography, etc.

5. **Be curious-** and ready to explore differences that make a difference.

Learn more at zenaconsulting.com

206.368.9608 | LEE@ZENACONSULTING.COM | SEATTLE | BELLINGHAM | WASHINGTON | USA