A photograph of two women in a library or office setting. The woman in the foreground is wearing a black hijab, a denim jacket, and large hoop earrings. She is looking intently at a laptop screen. The woman in the background is partially visible, also looking at the screen. The image has a blue overlay on the left side with a repeating pattern of small white paperclip icons.

15 survey questions to measure and improve Diversity and Inclusion

Produced by **People Insight**

PeopleInsight

There has been a growing case for organisations to prioritise creating diverse and inclusive workplaces, especially since the rise of global social movements such as #metoo and **Black Lives Matter**.

Research has shown a strong business case for diverse and inclusive organisations. For example:

- ▶ **43% of companies with diverse boards reported higher profits** (Mckinsey and Company)
- ▶ **Racially & ethnically diverse companies are 35% more likely to perform better** (Mckinsey and Company)
- ▶ **78% of people believe diversity and inclusion offers a competitive advantage** (Deloitte Insights)

Improving Diversity and Inclusion in the workplace is not just good for business, it is the right thing to do. Organisations have the potential to dismantle racism and, by taking the lead, can help make the world a better place.

Muslim Man Fired From Bed Bath & Beyond Says He Was Called 'Terrorist'

City of London bosses' pay could be linked to staff diversity

D&I | BBC makes director redundant in breach of own diversity rules
The BBC this week announced a series of major structural changes to the Board of its BBC News division...

Diversity Doesn't Stick Without Inclusion

Tesla workers claim anti-LGBT threats, taunts, and racial abuse in lawsuits

Bank of England admits shortcomings in promoting diversity

Women say they quit Google because of racial discrimination: 'I was invisible'

BAME & LGBT+ | TSB unveils targets that 'cover all aspects of diversity'
UK-based commercial bank TSB has confirmed new plans to drive diversity and inclusion within its business - a move it says has been taken to 'better...'

5 Reasons Diversity And Inclusion Fails

The Cost of Devaluing Women

The Ugly Truth About Age Discrimination

Harvard Agrees to Turn Over Records Amid Discrimination Inquiry

'Concerning' | LGBT+ staff experience increased levels of conflict at work

A new report shared by the CIPD has found that over 40% of LGB+ workers experienced a conflict at work over a 12-month period, compared with 29% of heterosexual...

Top journalist sues Time magazine for 'sex and age discrimination'

Using the BELONG framework to measure D&I

People Insight's BELONG survey framework has been designed by our experts to help organisations measure Diversity & Inclusion and identify which actions will have the greatest impact.

BELONG takes a whole person approach to inclusion and uses 3 outcome questions to measure the extent to which employees can:

- ▶ Be their true selves at work
- ▶ Feel a deep sense of belonging within the organisation
- ▶ Can succeed regardless of their background or identity

There are six key enablers of these outcomes, which each make up a subindex of the BELONG framework:



15 survey questions from BELONG to measure D&I

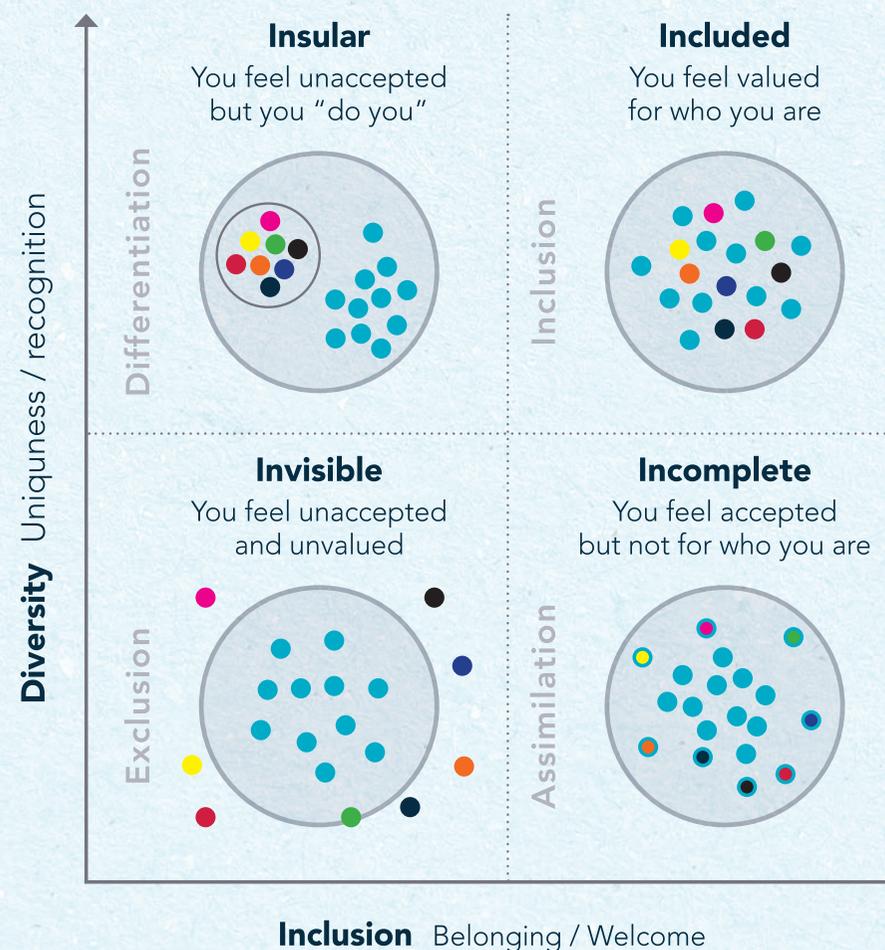
B	Belonging	<ul style="list-style-type: none"> ▶ I feel comfortable talking about my background in [my company] ▶ [My company] provides an environment for the free and open expression of ideas and opinions ▶ Are there any experiences that make you feel like you are not included at [my company]? Please explain the impact this has on you personally and / or your work.
E	Equity	<ul style="list-style-type: none"> ▶ [My company] ensures that all people are treated fairly and equally ▶ My manager treats me fairly and with respect
L	Leadership	<ul style="list-style-type: none"> ▶ Senior leaders clearly articulate why inclusion is important ▶ Senior leaders understand the issues impacting people with backgrounds like mine
O	Opportunity	<ul style="list-style-type: none"> ▶ Career progress here is determined by your contribution and potential ▶ Everyone here has an equal opportunity to develop ▶ The recruitment and promotion processes at [my company] are fair and transparent
N	Normative	<ul style="list-style-type: none"> ▶ We do a good job of recruiting people from diverse backgrounds ▶ Within [my company], people with different backgrounds interact really well
G	Governance	<ul style="list-style-type: none"> ▶ I feel able to challenge the inappropriate behaviour of others in the workplace ▶ Bullying, harassment and discrimination are not tolerated where I work ▶ During the past 12 months have you personally experienced discrimination at work?

Why do we need to measure D&I?

Creating a diverse and inclusive workplace has been on many organisations' agendas over the last couple of years, which has led to the introduction of various D&I programs. Yet only **23% of HR executives believe their D&I initiatives are highly effective.**

To improve how diverse and inclusive your organisation is, you must first understand how people currently feel about your workplace and how this experience varies by different employee groups. A Diversity and Inclusion survey is an accurate and anonymous way to collect and analyse this data.

The ultimate aim of a D&I survey is to provide insights you can use to create an environment where every employee can be their true selves, feel a sense of belonging and safely speak up about any experiences that go against this.





How can you measure Diversity and Inclusion in the workplace?

To assess Diversity and Inclusion, you can either run a separate survey with questions specific to D&I or add a D&I index into your employee survey.

Running a separate D&I survey

A full D&I survey helps organisations understand what is driving your score for D&I, and how responses vary by demographic. Survey questions cover various aspects of Diversity and Inclusion to provide results you can act on and compare progress against.

People Insight recommend including 3 'output questions' in your D&I survey. The responses to these questions combine to give an overall picture of how fair and inclusive your organisation is.

[Read page 4 to find out which questions to ask in your D&I survey.](#)

Adding a D&I survey index

A survey index is a section of questions within your employee survey. These are usually about a specific issue that drives engagement and can be reported on as a group. Adding a D&I index into your employee survey gives a glimpse of where your organisation is at with Diversity and Inclusion. Usually, we advise organisations to ask the 3 D&I 'output questions' mentioned above.

Asking about D&I in your employee survey is a helpful exercise to get a benchmark of how inclusive your organisation is. However, it can lack the deep-dive insights of a specific D&I survey.

Including D&I in your joiner and exit surveys

Some organisations choose to ask new employees about their experience of inclusivity at work. Sending a short survey to employees after 6 months or so in-role can help organisations understand how inclusive their workplace is for new joiners.

Equally, you can include a few questions about Diversity and Inclusion within your exit interviews. This can tell you whether departing employees found your organisation an inclusive place to work.

The benefits of running a D&I survey

1. It's a safe place for people to share feedback.

D&I is a sensitive topic. Employees might feel uncomfortable sharing concerns or observations with their line managers or HR. A Diversity and Inclusion survey offers a safe, confidential way of listening to your people.

2. More inclusive = more engaged.

Feeling like you have been treated unfairly at work has a direct link to a lack of employee engagement. On the other hand, research shows that more inclusive organisations are more engaged, creative and successful.

3. More inclusive = more innovative.

More inclusive environments allow for more innovative and forward-thinking organisations.



Meaningful progress starts with understanding how your people feel

Speak to People Insight about how we can help you assess Diversity and Inclusion.



Download our **BELONG** framework

to understand how we can help you assess Diversity and Inclusion.

More People Insight Diversity and Inclusion resources:

- [The business case for Diversity & Inclusion](#)
- [Avoid unconscious bias in your employee surveys](#)
- [How Crown Agents Bank are taking action to promote equality and diversity at work](#)
- [How to develop your Diversity and Inclusion strategy](#)



Intuitive technology



Practical expertise



Continuous support

People*i*nsight

To find out more about how People Insight can help you assess Diversity and Inclusion, contact our friendly team at:

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