

As Seen In... Forbes, January 12, 2009

InclusionINC®

Inclusion Is 'Mission Critical' in Today's War for Talent



Competition for talent is fierce in today's business environment, driven largely by the gap between the available workforce and business requirements. One key reason: The baby boomers will begin turning 65 in less than three years, and their retirement is already being felt. "There are simply not enough bodies, let alone enough qualified people, to take the boomers' place," warns Shirley Engelmeier, CEO and founder of InclusionINC®.

The Minneapolis-based company provides inclusion and diversity assessment and consulting services and skills-based training to organizations. "Inclusion is a critical strategy in the war for talent and has a major impact on the bottom line," she says.

Engelmeier notes that for the first time, there are four distinct generations — each with its own values and communication styles — working side by side. What's more, people of color are projected to be the majority in the U.S. by the year 2042. As a result, Engelmeier stresses, "to have the best talent today means having a diverse workforce."

Another challenge is that barely one in five employees is fully engaged, according to a recent Towers Perrin study. This means only one in five is "going the extra mile, staying late, doing whatever it takes to get the job done," Engelmeier explains.

For all these reasons and more, she says, "It is imperative that organizations learn to hear everyone's unique voice and utilize everyone's unique talents. Otherwise, great ideas go unheard, business practices suffer, and key talent leaves the organization."

About Shirley Engelmeier

Shirley Engelmeier has been helping *Fortune* 500 and emerging organizations develop and implement inclusion and diversity initiatives for 16 years. With a corporate business background of extensive operations, sales and organizational development experience with Frito-Lay, Brown & Williamson and other major companies, Shirley brings the business side to inclusion and diversity, linking it to the bottom line. She is also known for her wide-ranging communication, analytic, strategic planning and organizational skills.



Team members at the SHRM 2008 Diversity Conference.

"Their insights are helping us move past knowledge and awareness to changing business behaviors and reinforcing the business case for diversity and inclusion... I would recommend InclusionINC® to any organization that is serious about linking diversity and inclusion to their business imperatives."

— North American Division of
Global Energy Company

A Key Strategy in the War for Talent

InclusionINC® offers a variety of services to help organizations create and sustain a diverse and inclusive work environment. Working in partnership with clients, we develop targeted solutions that will support their business philosophy and objectives. InclusionINC's process is driven by a need to understand each organization's specific needs and outcomes:

- Inclusion and Diversity Assessment (including customized Web-based surveys)
- Creating customized scorecard with metrics *beyond representation* (Metrics for Inclusion and Diversity Scorecard M.I.D.S.™)
- Measurement and Evaluation tailored to each organization's needs and outcomes
- "Education is often needed, and accountability is central to success," Engelmeier says. Inclusion and diversity are not just "an event," she explains, but require Learning Over Time™, including 30/60/90 day and ongoing performance evaluations."

"Engaging, retaining and getting the most out of your people is more important than ever," Engelmeier says. "At one time, inclusion was a nice thing to do. Today, it's mission critical."

Inclusion Impacts the Bottom Line

A recent SHRM study found that companies with the most effective communication programs had a 47 percent higher return to shareholders over a four year period compared to those that communicate least effectively.

InclusionINC®
Achieving Collective Success ● ● ●

126 N. 3rd St., Suite 412
Minneapolis, MN 55401
612-339-2202

info@inclusion-inc.com
www.inclusion-inc.com