

Leaning Into Strengths and Opportunities

VMAE - ThinkWorks

Hotel Alessandra, Houston, TX

Saturday, April 14, 2018





Welcome

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Objectives for this morning

Discuss challenges and opportunities related to diversity, equity, and inclusion within veterinary medical associations

Explore a practical framework for achieving your desired objectives

Develop an individual action plan with a timeline and priorities for implementation and feedback from colleagues

Facilitator's hope for today...

You will leave...

- Feeling challenged, inspired, and engaged
- Committed to being part of a learning community on this topic
- Ready to take some new action based on the conversation today

Anchoring our conversation

"Look closely at the present you are constructing; it should look like the future you are dreaming." - Alice Walker

"The small changes required - changes in the way you clarify and organize all the things that command your attention - could represent a significant shift in how you approach some key aspects of your day-to-day work." - David Allen, Getting Things Done

Diversity, Equity, and Inclusion

Quick Review





Image Source: Race Matters Institute

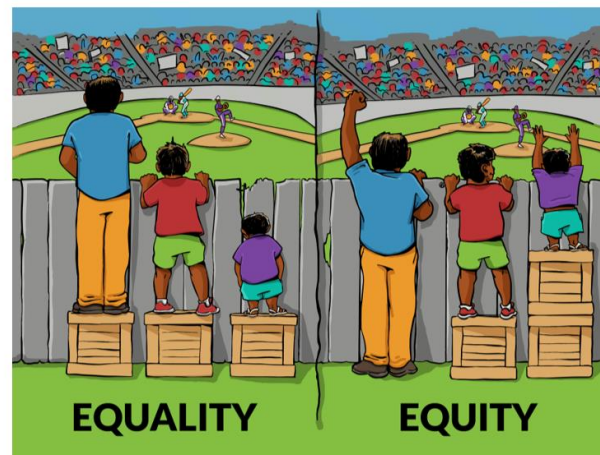


Image Source: Interactive Institute

Why Does DEI matter to Veterinary Med Assns?

- Ample evidence that it makes good business sense to do so/Business success
- Deliver high quality care to pets and people
- Helps the business run more effectively
- Ethics of the profession
- Allows you to connect with a broader base of clients
- In business to help animals, why limit yourself to one segment of the population
- Important to be good at the population you want to serve, and the team on the ground needs to reflect the population you are serving

Why Does DEI matter to Veterinary Med Assns?

Cont'd

- Demographic shifts require and community is demanding new norms from Vets (ability to deal with breadth of dimensions of difference)
- The business case for workforce diversity – customer and staff satisfaction and retention.
- If we embrace D & I practices more animals will be helped
- The profession is better prepared to communicate with greater numbers of people/more diverse population
- Talented people with different viewpoints enhance benefits
- “No longer just white families from suburban communities looking for care for their animals”

DEI Strengths



What challenges does the Vet profession face within the DEI context?

- Narrow view of some (older vets in the profession) reflective of privilege and exclusivity, “African Americans don’t appreciate their animals. Hispanics don’t have money.”
- Market segmentation – division within the profession about the view of profitability. Practice models are limiting – low SES communities are left out of the model.
- Lack of diversity within the workforce/profession

What challenges does the Vet profession face within the DEI context?

- Complexities of the social context of clients
- Practice models are designed for monolithic practice; clients
- Segmented view “just want to fix animals”
- Gender shift has opened opportunity – balance in compensation and work/life balance.
- Lack of best practices
- Missing whole communities—missed opportunities

What DEI Strategies Could Be Game Changers?

- Commitment to growing a sufficient pipeline into the profession from diverse communities. A robust recruitment process (the broad range of diversity –ethnicity, language, etc.)
- Exposure to best practices. “Even when a practice or organization has a mission statement focused on D & I, there is very little capacity to make meaningful change”
- Concrete tools to build inclusive environments, including data and reporting tools, templates, etc.
- Developing practice models to serve all pet needs.
- Collaboration across Vet Med associations to tackle core issues

DEI Opportunities



four quadrants of change



Moving from Vision to Action

Part I

Spend 10 minutes jotting down answers to the following:

- What action would be the most impactful either in launching or propelling your DEI goal forward?
(Action can be internal or external)
- What action steps can you take in support of this goal?
- To get there, what must your priorities be?
- Who can help you?
- What resistance/barriers can you anticipate?
- What is one action you can take immediately to begin to move towards this vision?

Part II

Spend 5 minutes with a partner sharing your vision and key action steps.

Action Planning

What are you willing to take on to advance your DEI goal?

Issue

What information do you need to inform your action steps?

Are there any risks in implementing these interventions?

Intervention

What resources are needed?

What barriers can you foresee?

Outcome

What is needed to execute this plan?

How can these outcomes be measured?

Summary

- Developed a list of Strengths and Opportunities you can build on
- Examined a Framework for Change
- Moving from Vision to Action -
Identify a game changer and work towards it

What are your takeaways from today's discussion?



***What good is an idea if it
remains an idea?***

Try.

Experiment.

Iterate. Fail.

Try again.

Change the world!

- Simon Sinek

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