



# Designing for Inclusion and Belonging

World IA Day, February 2019



**My gratitude to the Lkwungen and W̱SÁNEĆ peoples**





**Aaron Johnson**

**Designer for people**





Aaron  
~~UX Designer~~  
Designer for  
people.

Co-created  
content....  
Making users  
feel invested

I wanted to  
be a Sikh!  
          

i'm not  
qualified to  
speak!!

Hands with  
growing up.

Do you feel  
like you  
belong here?  
why?

How do you  
create a culture  
of inclusion?

inclusion  
"Come to the  
table"

Wind rock

Authenticity

Content  
library  
            
Content Hubs

Acknowledgment  
of  
Lekwungen  
WISANEC  
Peoples

Mission....  
WTF?

25 %  
Bias  
Power.

i'm an  
immigrant.  
☺

Benevity's  
Mission  
Statement.

Print  
Badges  
mile shoes  
....  
insights.

"Belonging"  
Being Authentic.

My  
challenges  
            
Tub.

Connected by  
Committees  
Coal face -  
leadership  
= shared values

First tech  
6th largest  
CC provider  
in US

History....  
"The Acknowledgment  
was strange"

How are you  
feeling?  
☹ ☹ ☹

ACLU  
SPCC

"Partnerships"

Pro Social  
Activity....

Hierarchy  
↓  
challenge -  
metrics -  
Actions -

"A place for  
all...."

information  
↑  
Architecture

Making Content  
findable....

Creating a  
culture of  
belonging

#  
Reconciliation

Engagement =  
Productivity =  
Retention!

Nicola  
Strangman  
Meets First  
Peoples

Examples of  
Mission content

Breaking out of  
traditional  
approaches  
to "Diversity"

Making Content  
Relevant....

Not just  
another thing  
to do....

How do  
you measure....

Building trust,  
Empathy etc...

Diversity  
characteristics

Examples of  
"Real feedback"  
            
→ loop!

How do you  
measure  
ITB

Rewards

% ↑  
21  
giving  
Expanded.

Karen deep!







GURDWARA

SMETHWICK

10 23





**Benevity will act as a catalyst to fuse  
a culture of Goodness into the world.**





# Giving, Volunteering and...

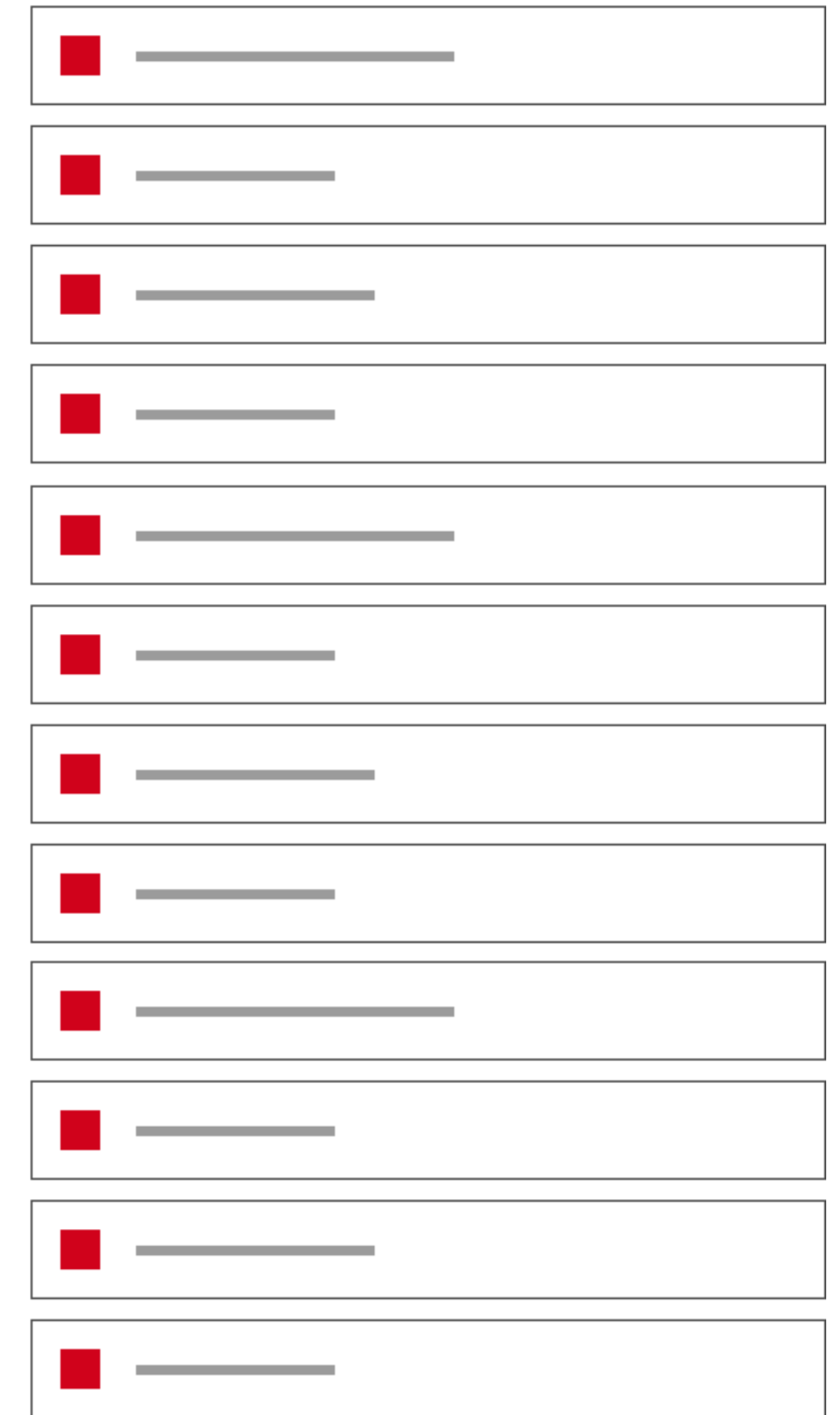
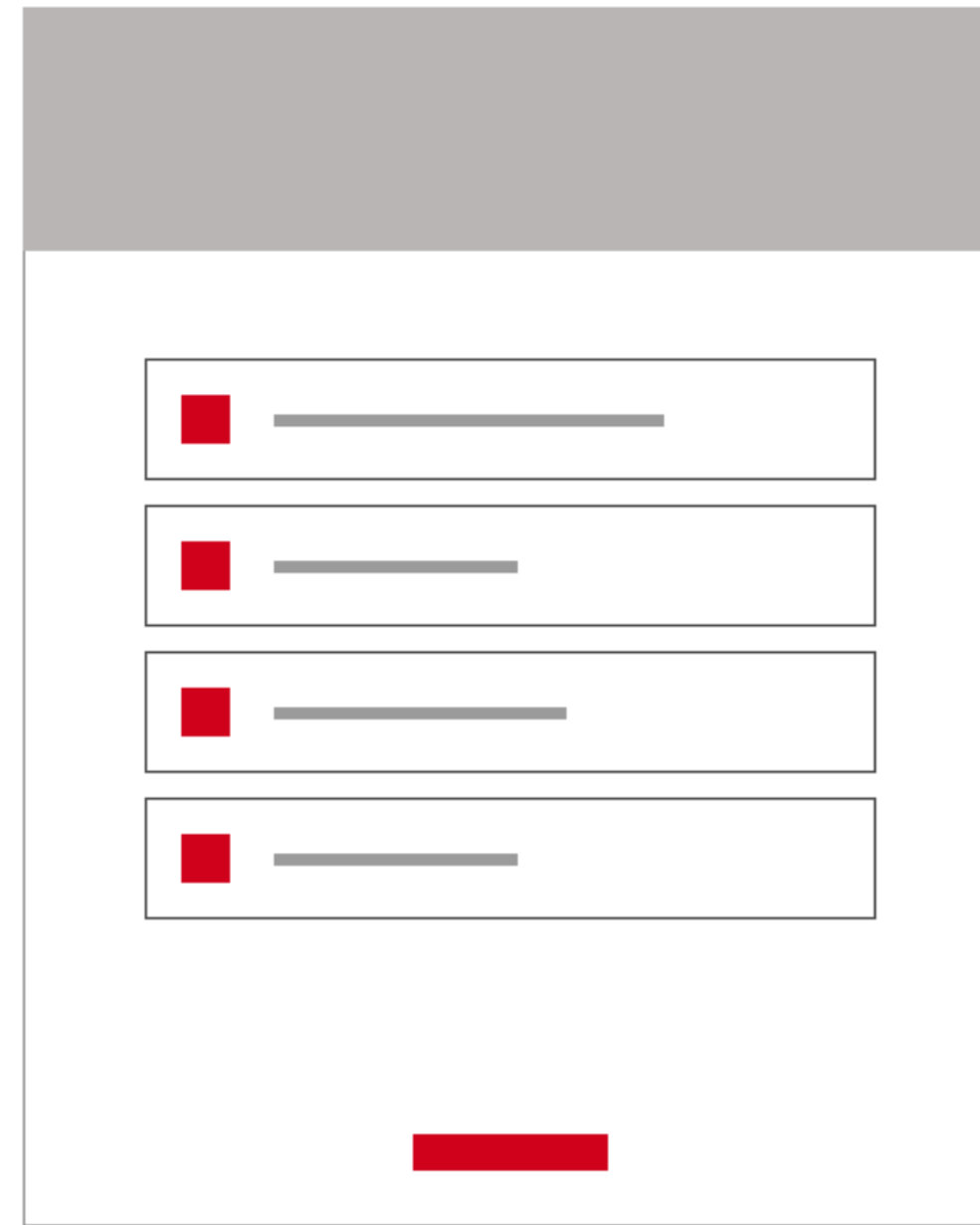
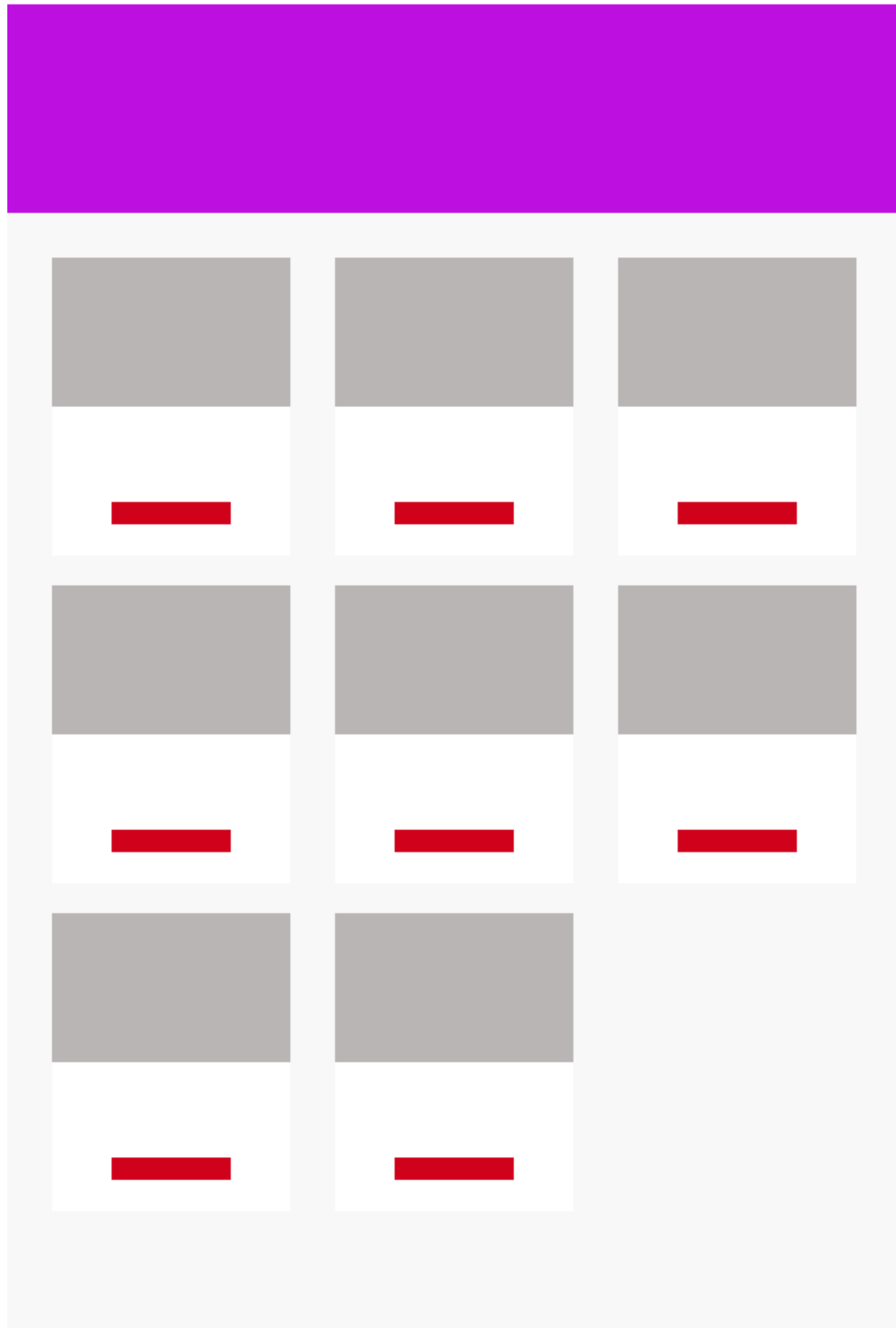




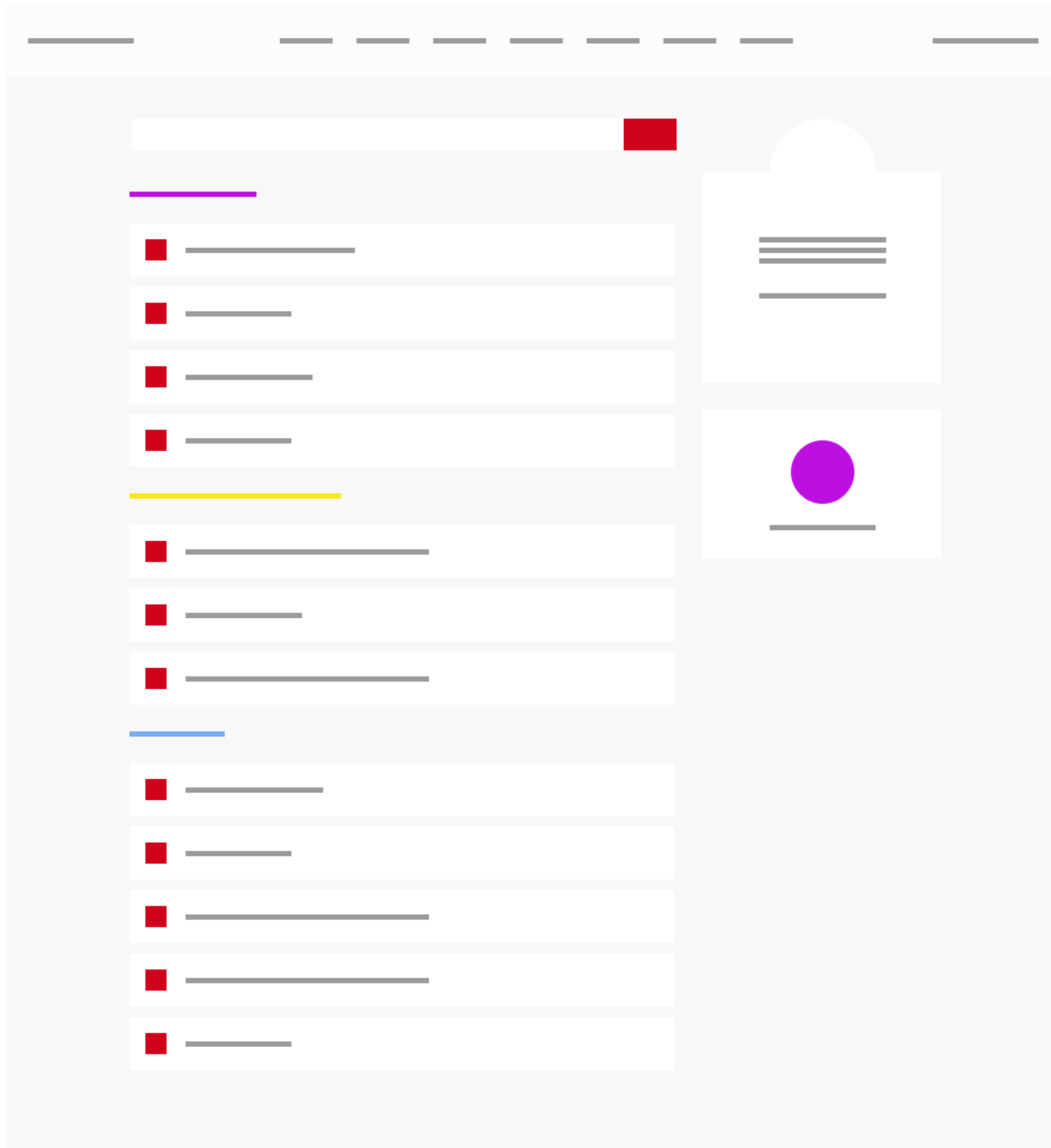
# Missions















# KarandEEP



**“I really hadn’t thought about water in this way before...It gives me a good feeling that I am saving our mother earth”**







**Press for progress**





**Shift from traditional approaches to  
'Diversity' ...**

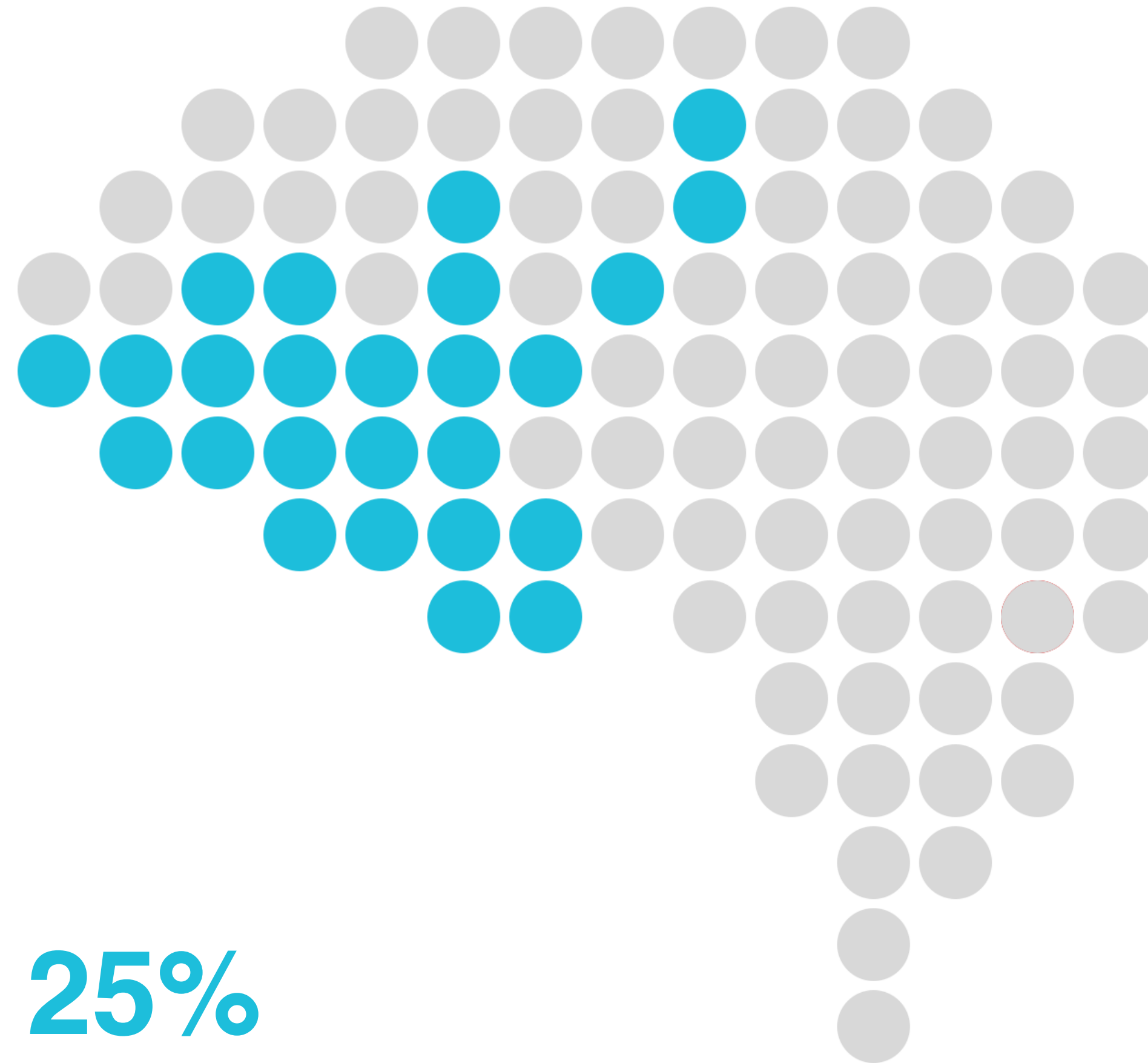




**...to focus on creating a culture of  
Belonging and Inclusion.**











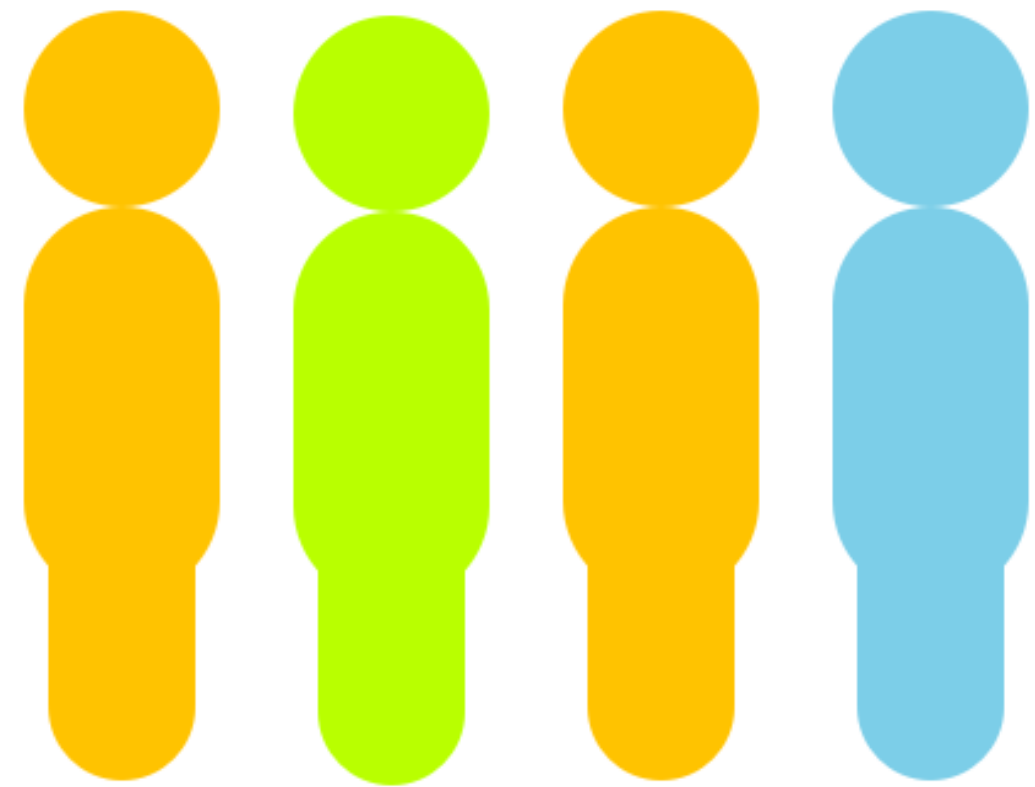
**Nicole**



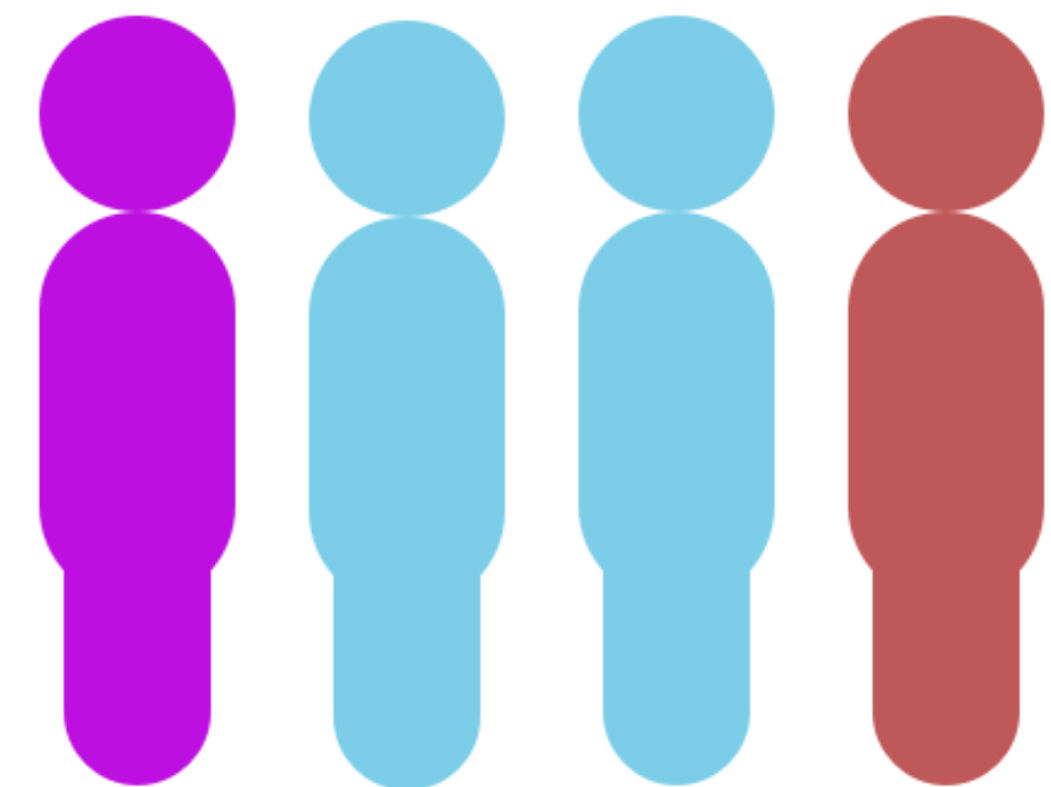
# My #Reconciliation Journey







Purple		
Red	Light Blue	Light Blue
Red	Red	Red
Yellow	Red	Lime Green
Red	Red	Red
Light Blue	Yellow	
Red	Red	





# How do we measure and reward engagement?







**Surahbi**

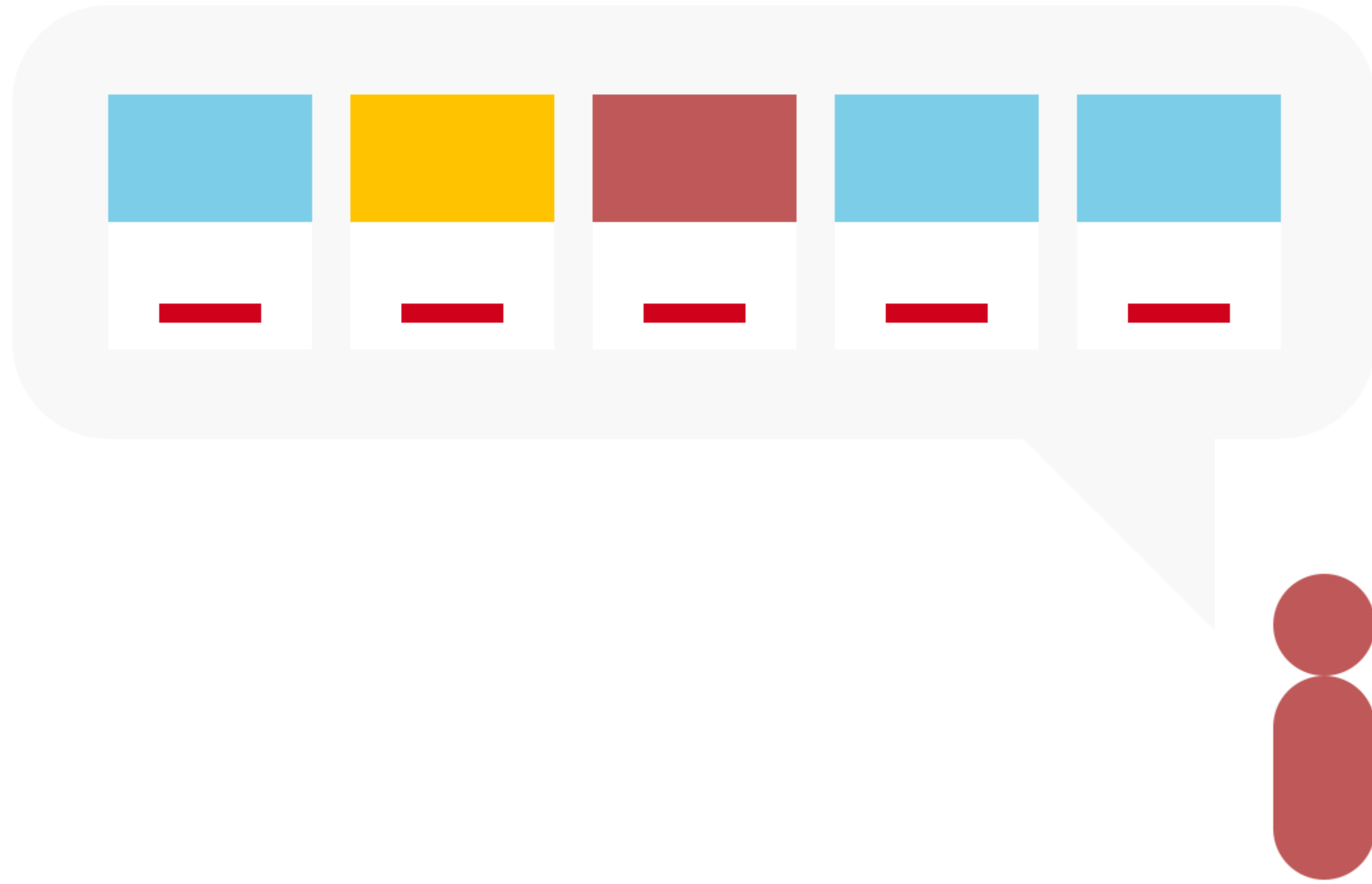




**“The actions that I’ve tracked have had a real impact on the way I think about things. I need to be able to share how I feel.”**







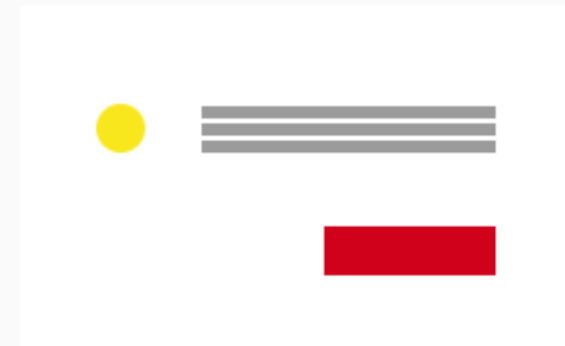
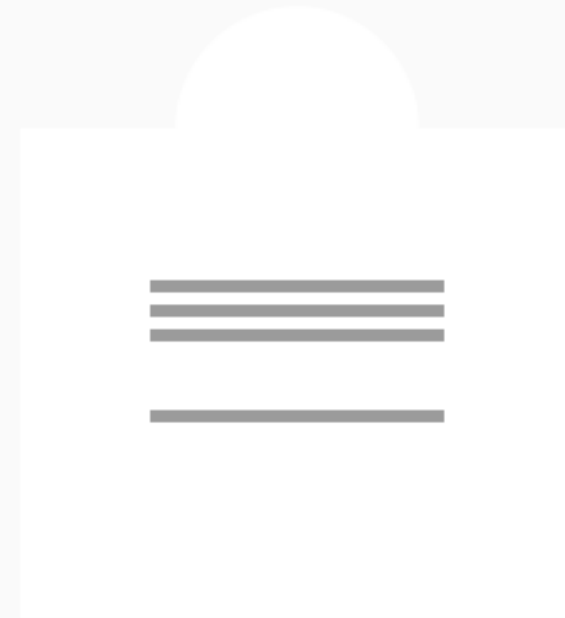
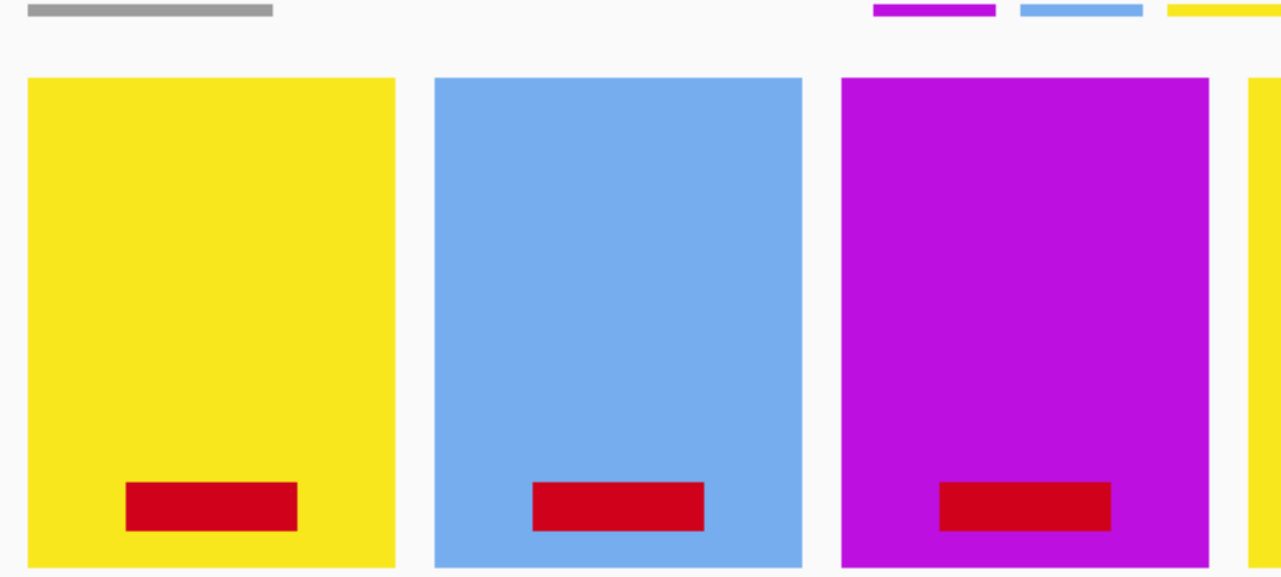




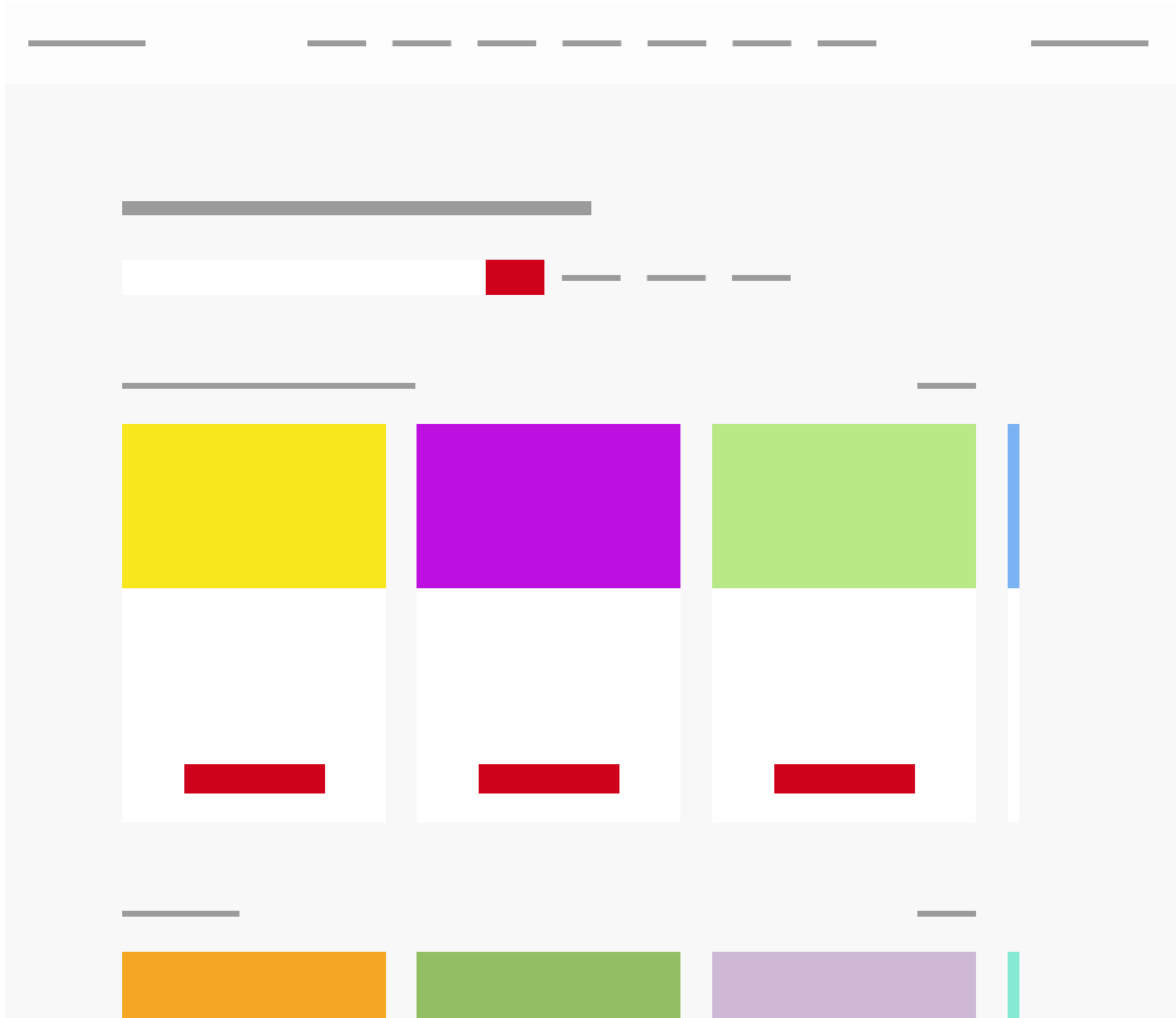
**Jay**



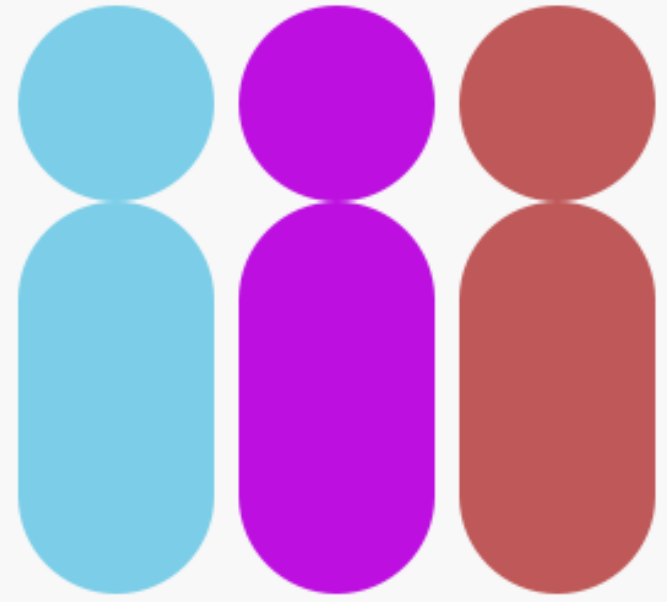




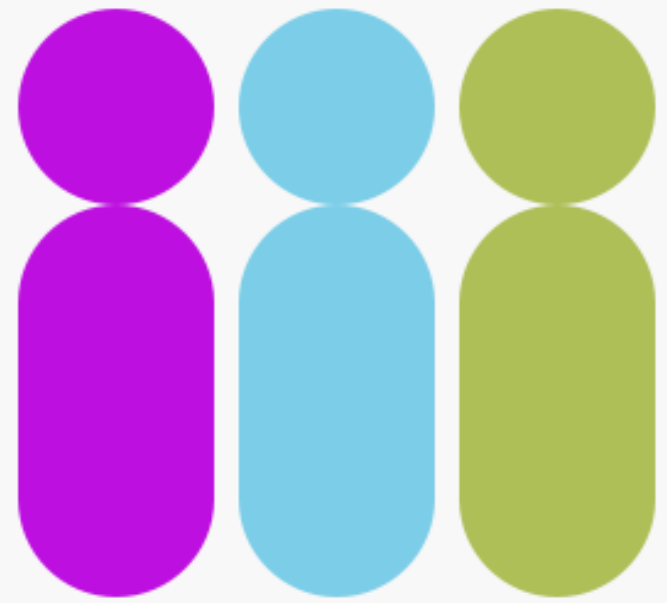








**Surahbi and 27 others completed...**



**Jay and 12 others donated...**



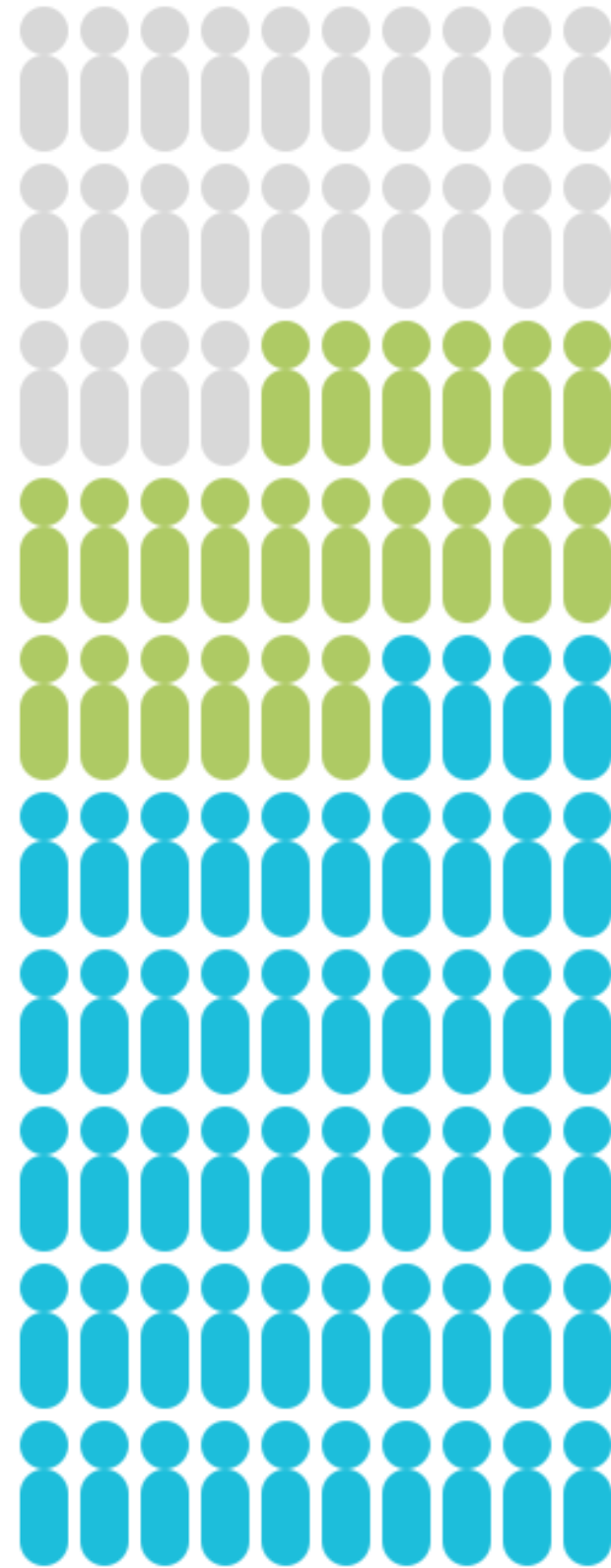
**Margot and 15 others signed up...**



**The result...**

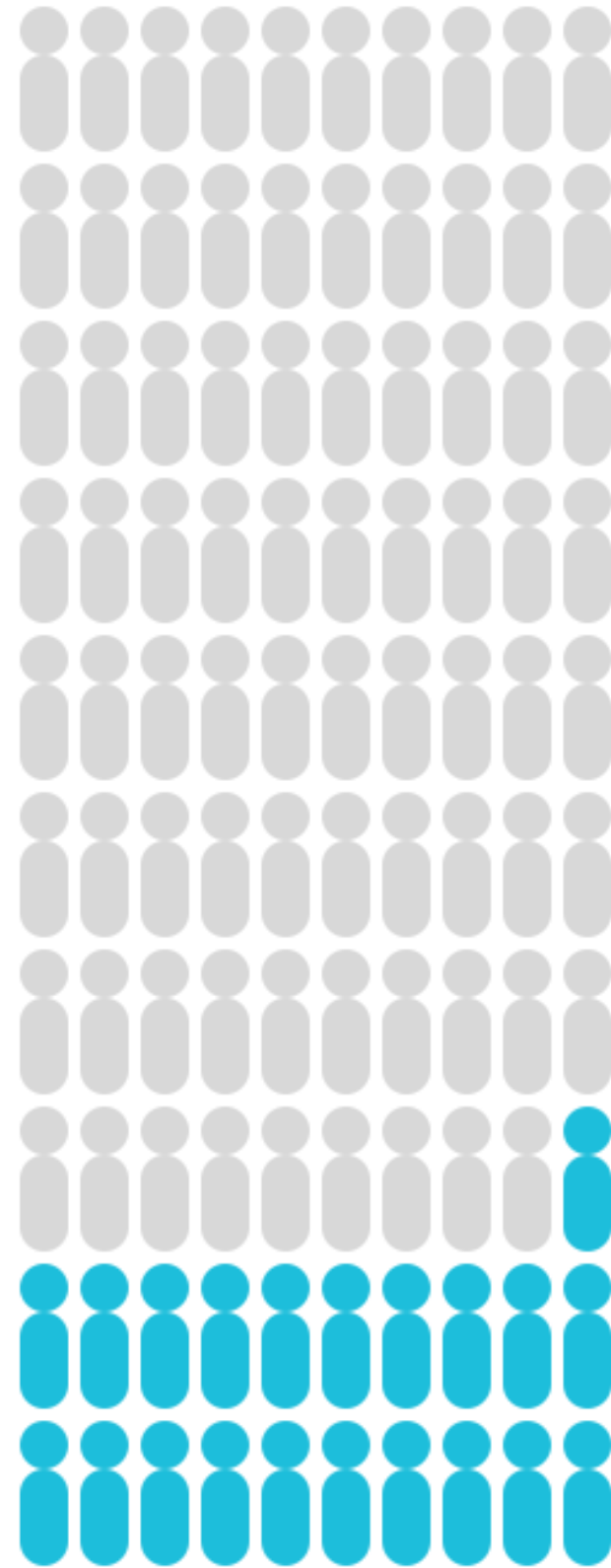






**Participation rose from 54% to 76%...**





**...giving increased by 21%**



**To summarize...**





**We want to help create ‘a place for all’**



**Thank you!**





**Any Questions?**

