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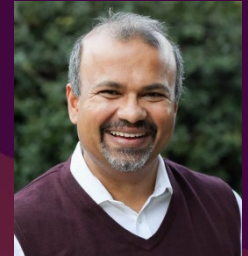


# Diversity and Inclusion in Innovation

Navin Kunde, Ph.D.

<https://www.linkedin.com/in/navinkunde/>

Former Innovation Executive at The Clorox Company

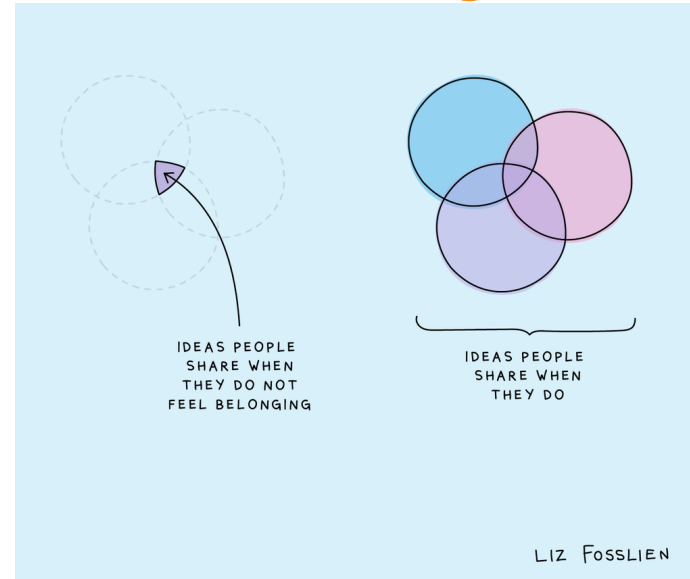


# What is Belonging? And how is it related to Inclusion and Diversity?

Belonging is a sense of fitting in, or feeling like you're an important member of a group.

A sense of belonging is not the same as feeling similar to everyone else. Instead, it is when you feel safe and valued for embracing what makes you different.

**Diversity is having a seat at the table, Inclusion is having a voice, and Belonging is having that voice be heard.**



# Background

It all started with a survey question on Belonging.

- During the annual Engagement Survey (Jan'22), the Clorox R&D Culture Team asked whether respondents felt a sense of belonging – **37% said “No”**
- When the team shared survey results broadly within the R&D community – a record number (60+%) of invited attendees (from every geography, BU and Support Function) showed up – **and there was a robust discussion about Belonging!**
- The Team then invited folks to sign up for Focus Groups in order to dig deeper and uncovered both Barriers and Potential Solutions that could be implemented.

# Focus Groups uncovered 7 Barriers

Barriers	SEEDS Bias Type
Belief System	Similarity
Background (Degree, School, Experience)	Similarity, Experience
Working Style	Similarity, Expedience
Visibility (Workstream, Department)	Distance
Geography/Remote (Lack of Connection)	Distance
Rotations	Expedience
Old Tapes	Safety, Experience

# Solutions

## We focused on Three Ways to Promote Belonging.

### Foster Human Connection

- Talk to new employees
- Share a personal story
- Provide experienced team members a buddy when they rotate/move
- Bridge BU & Support Functions with COPs

### Reinforce SEEDS Model


- Be aware of your own & team member biases
- Create psychological safety in your groups so team members can talk candidly about biases that prevent Belonging

### Focus on Listening

- Listen – Fully, Actively, Without Interruption.
- Ask Questions, Paraphrase.
- This cannot be top-down, it must be grass-roots.




# Discussion

0. Why Does this Matter?
  1. How Does Your Organization Foster Belonging?
  2. What Barriers, if any, do you believe exist?
  3. What are you doing to overcome these?
- 



# Final Takeaway

If you want to solve thorny problems, you must put together a team of innovators with **cognitive and experiential diversity**, **include them in framing the problem**, and make sure they **feel a sense of belonging** and are bringing their full selves to the table.







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