



April 2022 Newsletter



Diversity and inclusion are often lumped together as one component of a business owner's strategy. The two have very different and distinct meanings, with each aspect lending credence and impact to the other.

While diversity refers to the range of individuals on a team as it pertains to gender identity, age, ability, life experience, and race, inclusion is about the empowerment of all employees and recognizing the unique skills and experiences they bring to the table.

While it's easier to measure a company's diversity demographics, inclusion is harder to quantify. According to [DEI in the Workplace](#), data on Return on Inclusion (the new ROI) is emerging in recent years, and it tells us that employees in highly inclusive organizations show 26% more collaboration with their teams and 18% more commitment, just because they feel valued, validated, seen and heard.

So, how do you make it happen in your business? In our article this month, Tanya Amyote shares her top tips for nurturing inclusion in the workplace.

If you'd like to chat about how Edge can help shape your firm's diversity and inclusion initiatives, please contact me via [email](#), via phone ([651.247.7872](tel:651.247.7872)), or set up a time in my [Calendar](#).

Until then!

A handwritten signature in black ink that reads 'Amy'.

Amy L. Juers, MBA
Founder and CEO, Edge Marketing, Inc.



Three Ways to Nurture

Inclusion in the Workplace

Diversity and inclusion are more than buzz words in today's climate of "wokeness" and "cancel culture". They are meaningful and moving targets. They are actionable terms to describe an ideal and attainable goal. They are the very building blocks of a healthy business with happy employees serving satisfied clients.

A review of your organization's internal demographic data can yield insight into your employees' gender identity, age, race, and any intersectionality of all of the above.

What that concrete demographic data cannot tell you is the degree to which your organization is actively nurturing a sense of inclusion among the members of each demographic segment and intersection.

How can you as a business owner ensure that your organization is fostering a culture of inclusivity? Read on for three ideas to consider.

[FULL ARTICLE ON EDGE WEB SITE](#)

About the Author:

Tanya Amyote joined the Edge team in December 2016 as marketing assistant, Excel guru, and token Canadian.

As a person with osteogenesis imperfecta (brittle bone disease), Tanya is an outspoken advocate for diversity, inclusion and accessibility.



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*Celebrating
25 Years!*

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Edge Marketing, Inc.

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