

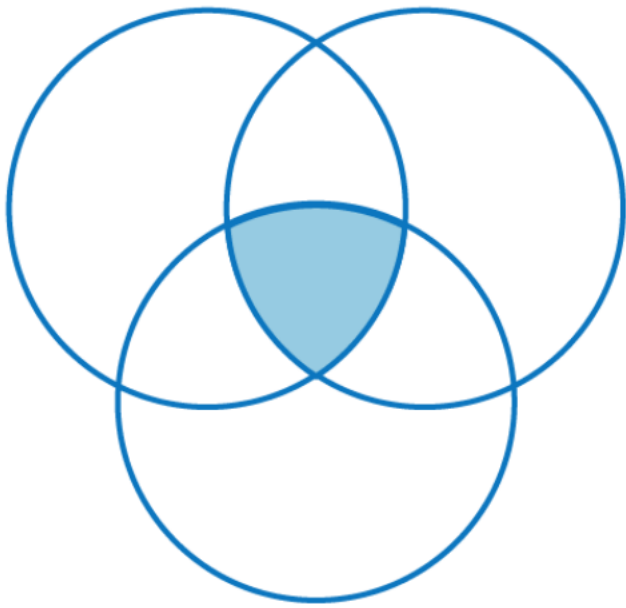




EVE VLEMINCX

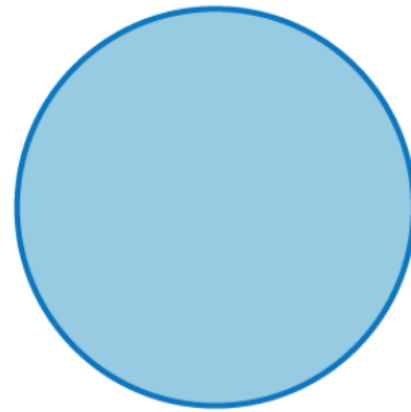
# CRACK THE CODE TO INNOVATE

CF0 Day - 10 mei 2023



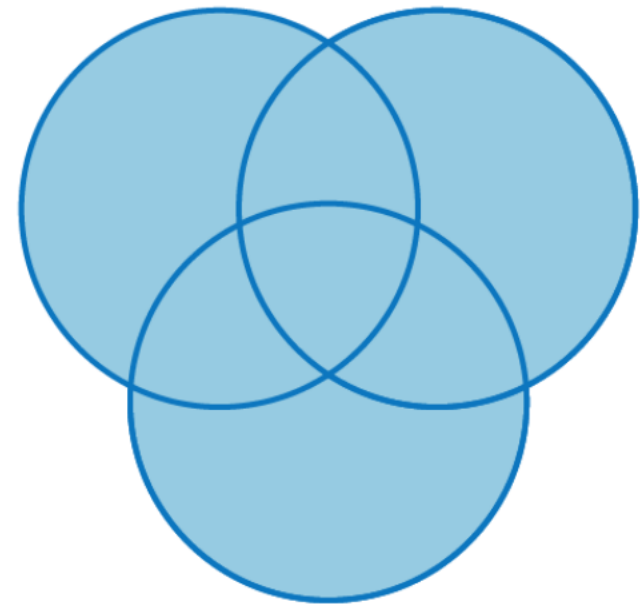
### **Diverse teams**

A diverse store of knowledge is partly shared.



### **Homogenous teams**

A common store of knowledge is fully shared.



### **Inclusive teams**

A diverse store of knowledge is fully shared.

# Kernboodschappen



Inclusie



Relevant voor iedereen



Cruciaal om te innoveren

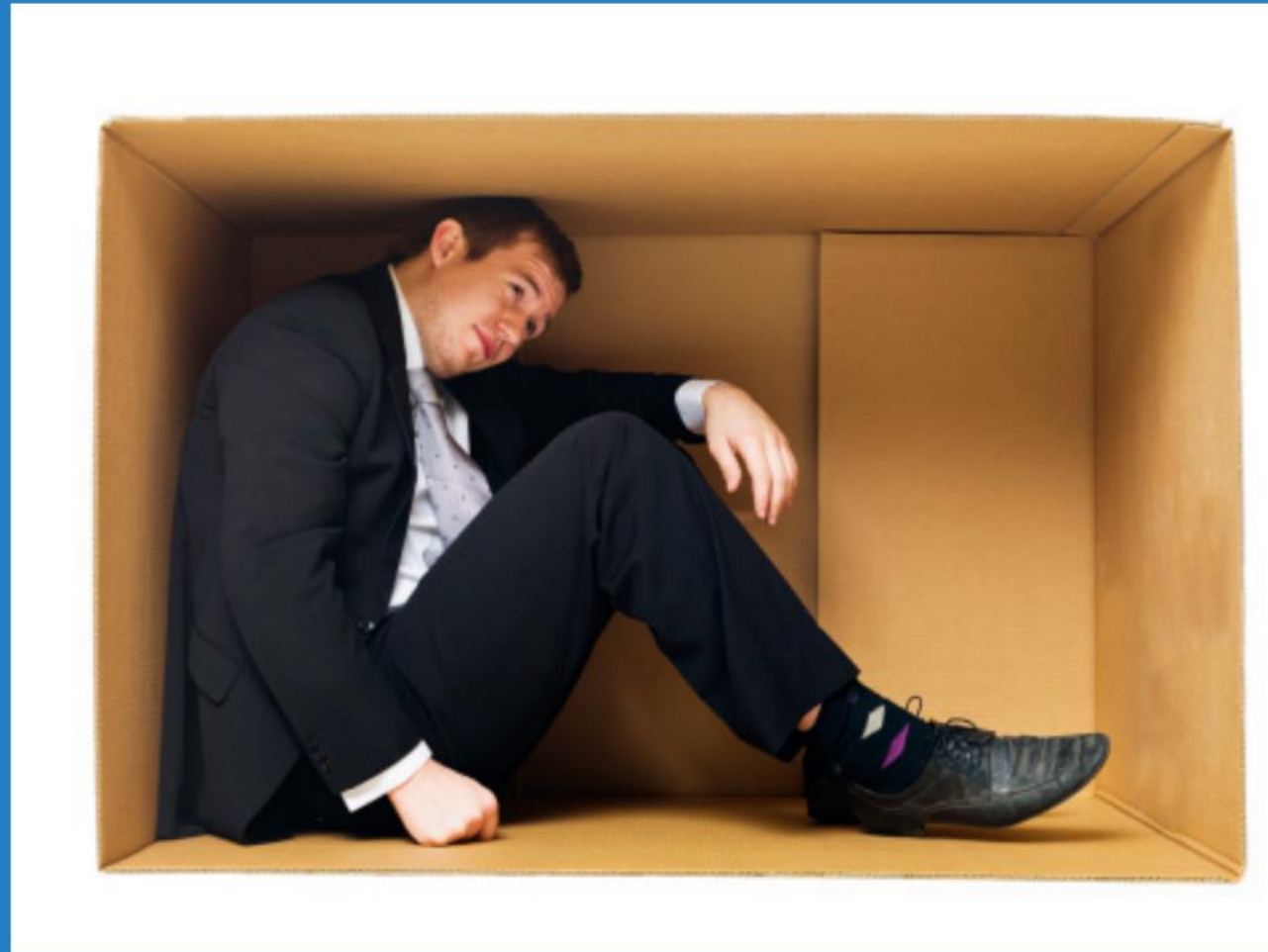


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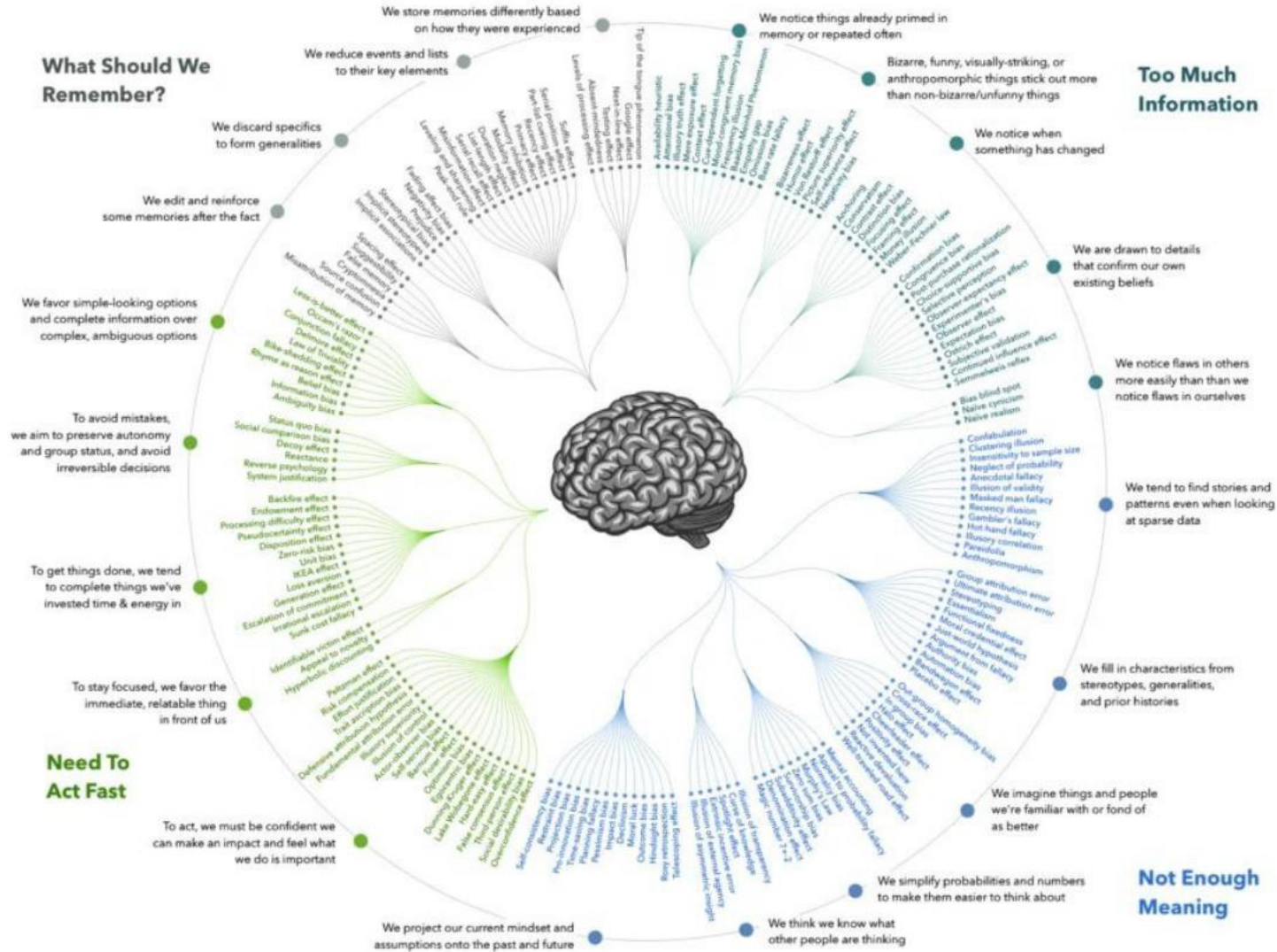
# Describe what you can bring to this company?



# Who fits the box?



# Cognitive Bias Codex

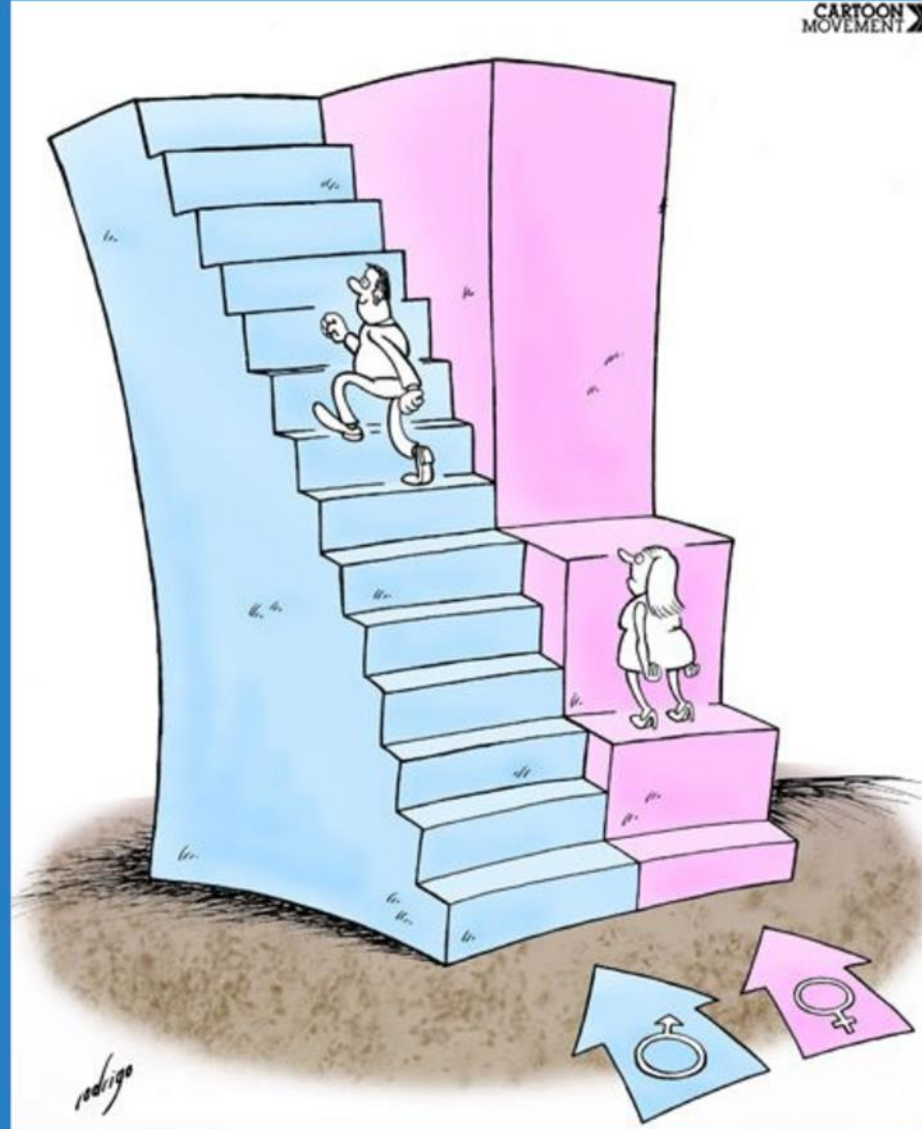


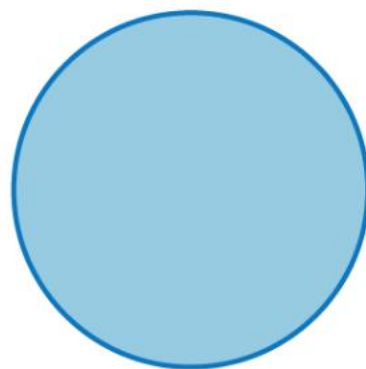


**“ Biases are  
the stories  
we make up  
about people  
before we  
truly know  
them ”**

Vernā Myers

# Bias of higher bar



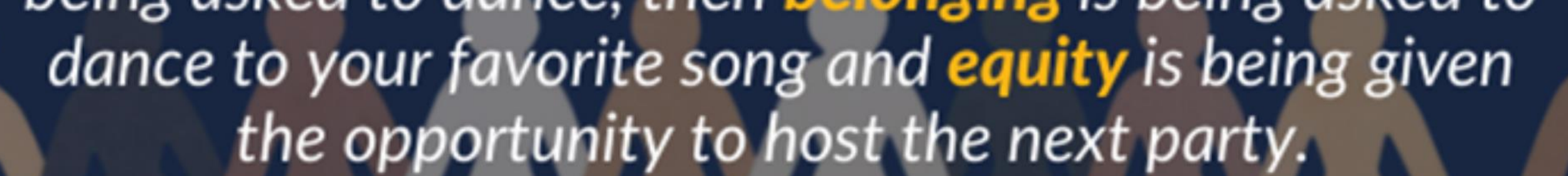


## Homogenous teams

A common store  
of knowledge  
is fully shared.



**“Today’s theme is  
‘Getting Beyond Group Think.’”**



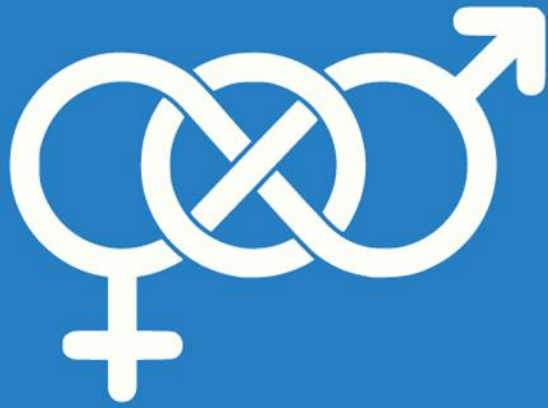
If **diversity** is being invited to the party, and **inclusion** is being asked to dance, then **belonging** is being asked to dance to your favorite song and **equity** is being given the opportunity to host the next party.

– Brian Reaves

# Diversiteit

=

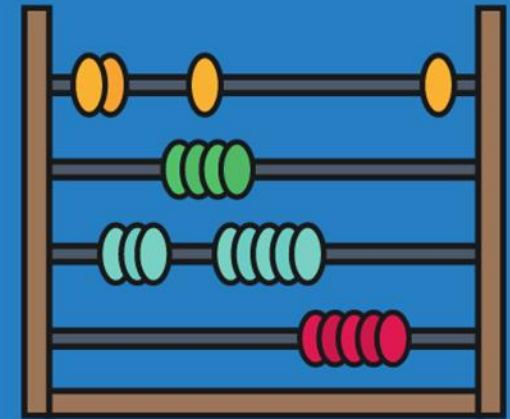
Gender



Etniciteit

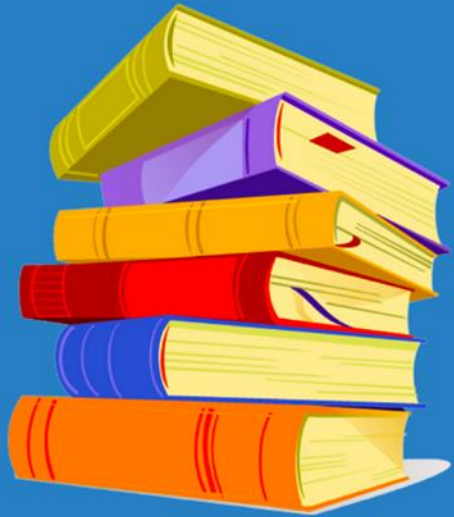


Quota

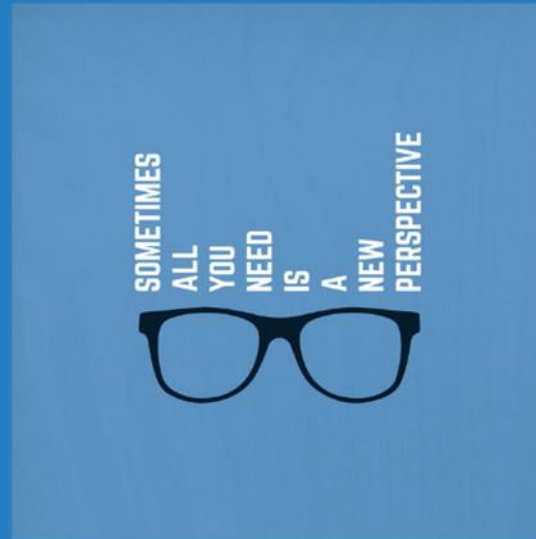


# Maar diversiteit is ook...

# Kennis



# Perspectief



# Achtergrond



Uniek

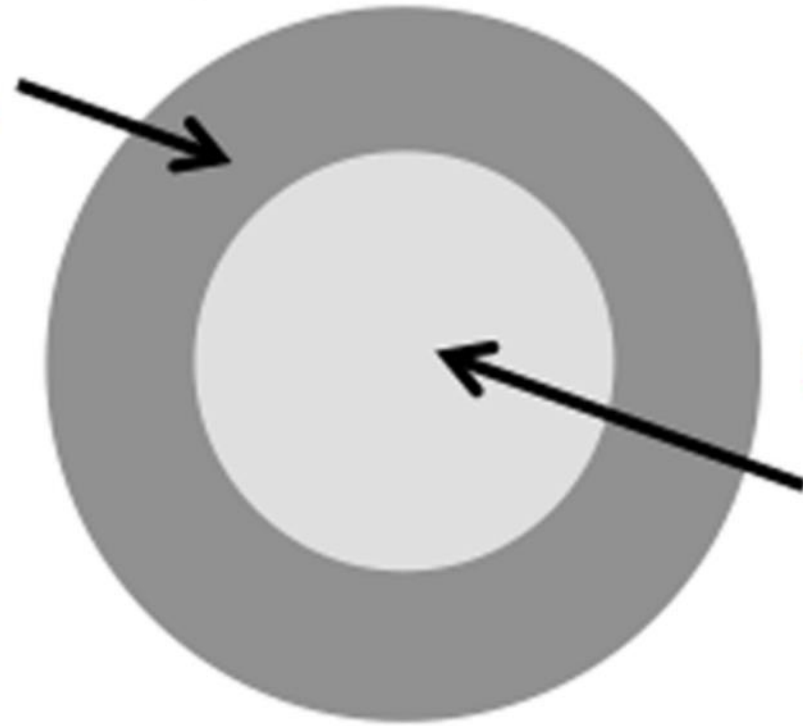


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# Deep diversity

## Surface-level diversity

- Gender
- Ethnicity
- Age



## Deep-level diversity

- Personality
- Values
- Attitudes

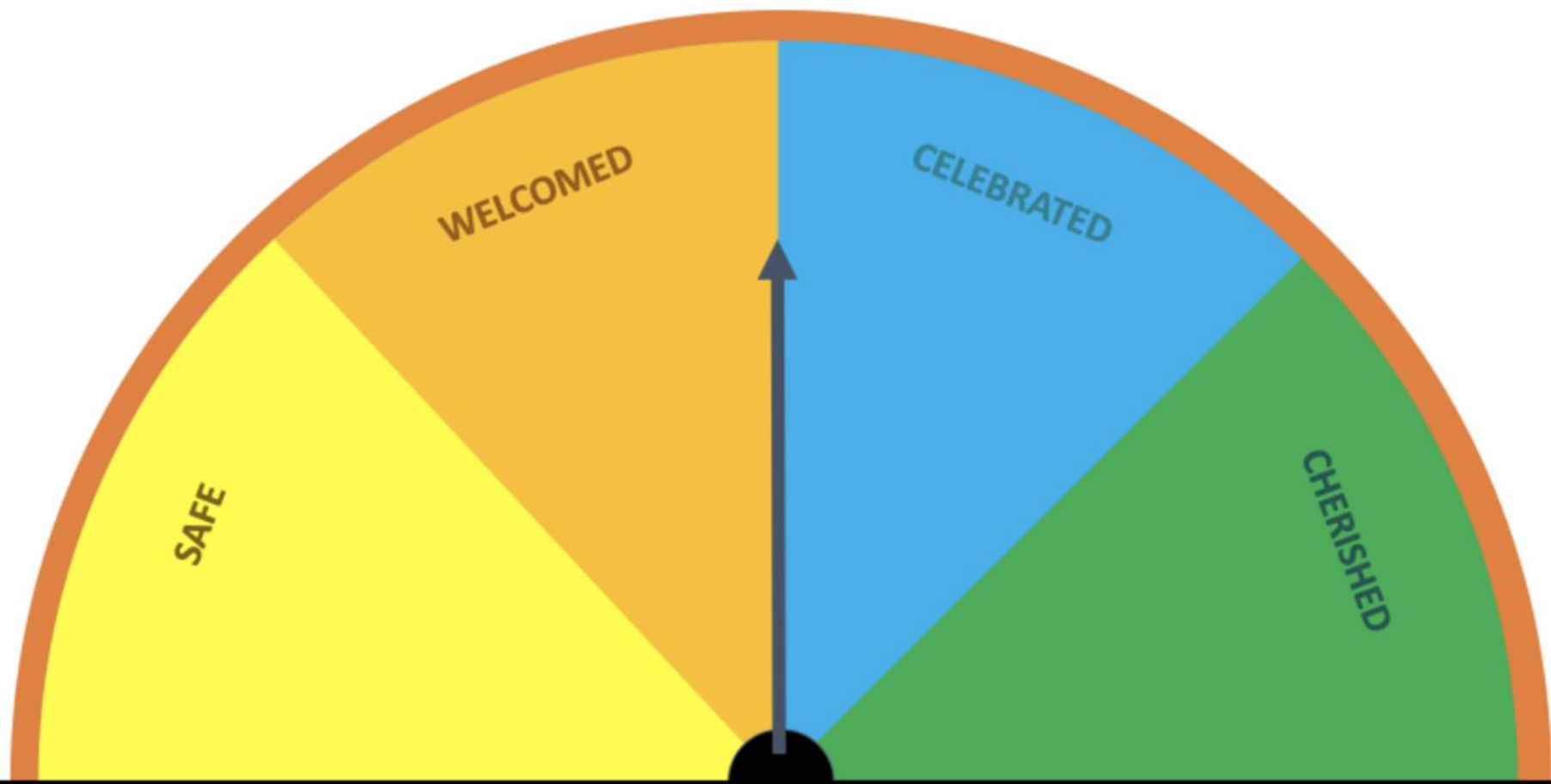
# Inclusie is?

- diversen zijn deel van
- ~~ondanks~~ dankzij
- ≠ = rijkdom/waarde/value
- hoe we ons voelen in een groep

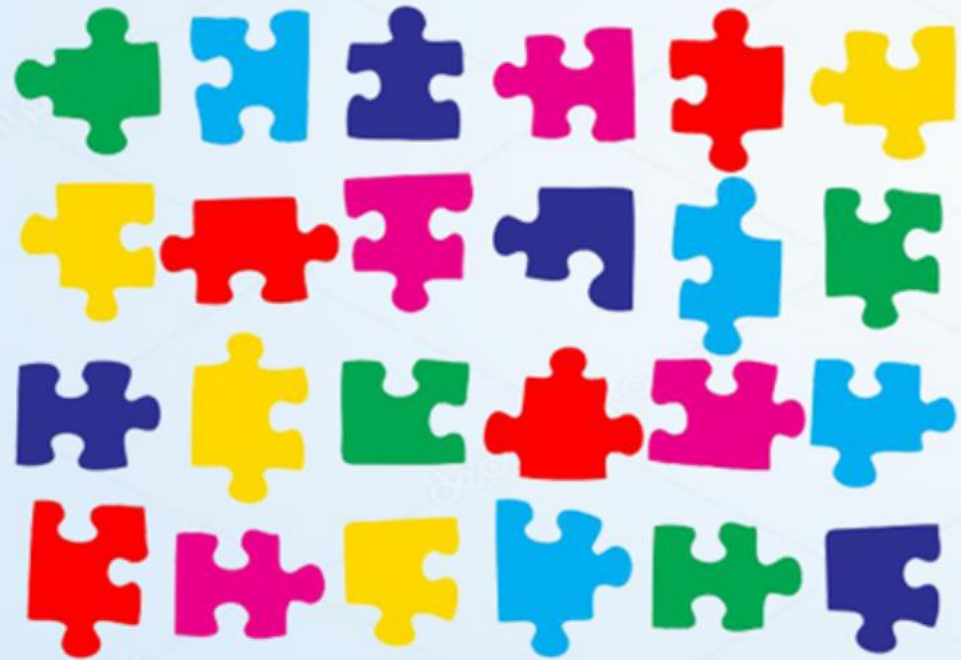




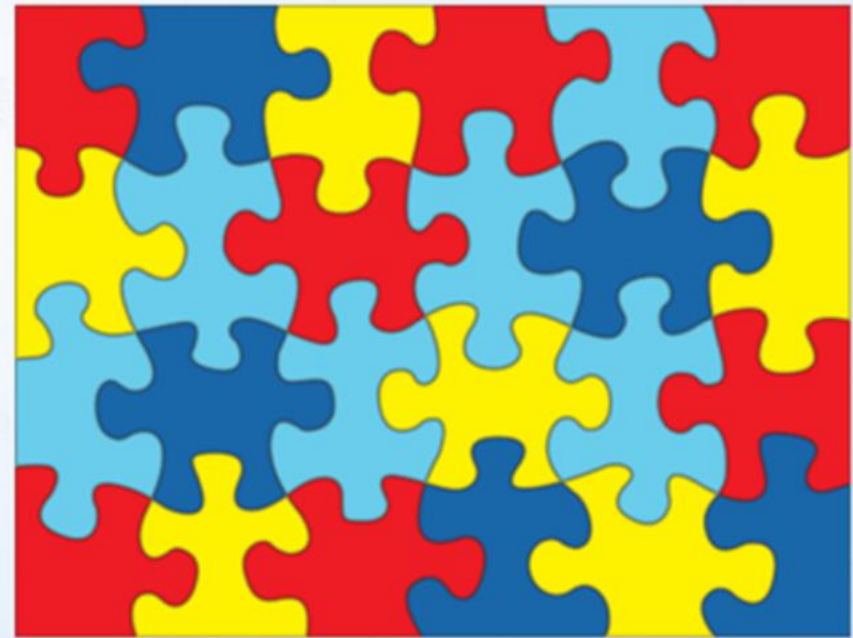
## Figure 4-1. The Inclusion Dial



# DIVERSITY



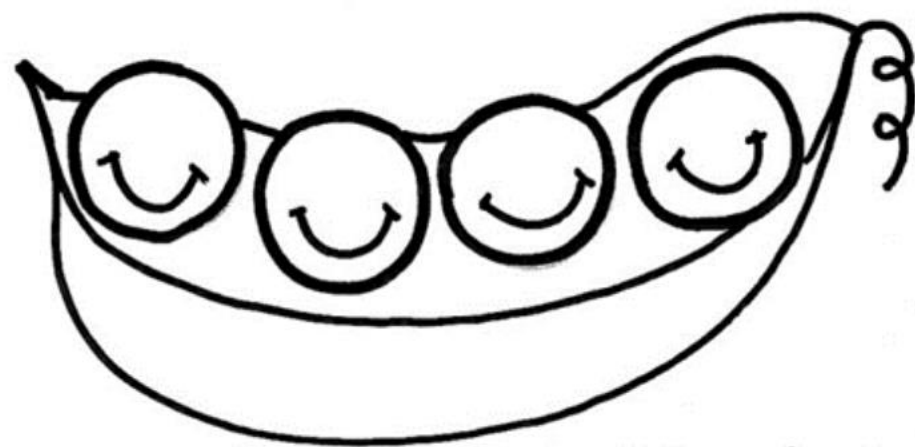
# INCLUSION



FIT IN ?



BELONG?



©Konstant  
Change

Eve Vlemincx



# Ego



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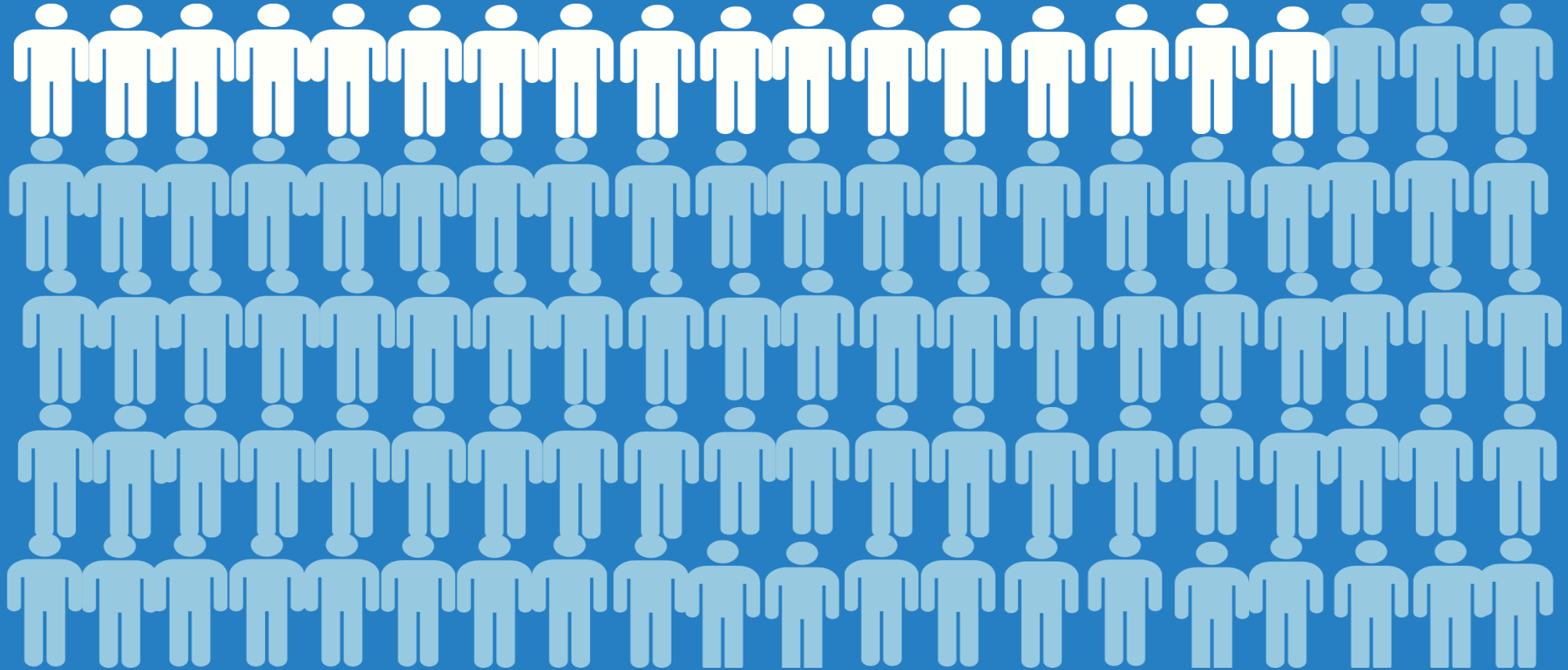
# Homogeneous teams - groupthink



**Groupthink** is a phenomenon where people tend to confirm with group decisions to avoid feeling outcast, leading to errors in decision making.



17 % geëngageerd



= 83 % = niet geëngageerd

# Burn out - Bore out



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17 % geëngageerd? Burn out? Bore out?

~~Genderissue?~~

~~Etnische minderheidsissue issue?~~



Menselijk issue.

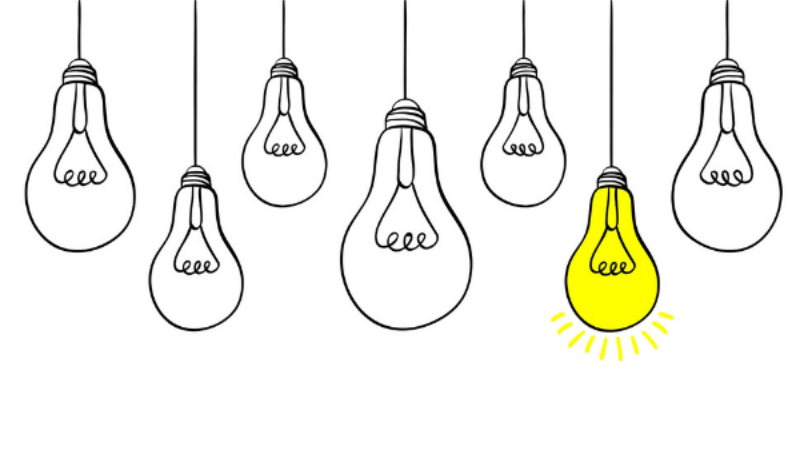


**Belonging**

**Meaning**

**"In the absence of belonging,  
there is always suffering."**

**- Brené Brown**



**Innoveren =**  
**Dingen anders doen**  
**en**  
**Andere dingen doen**

# Innovatie?

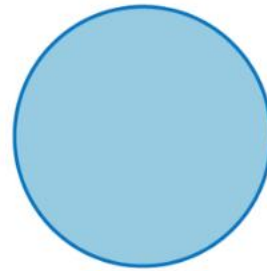
diversiteit  
(talent/  
kennis



psychologische  
veiligheid

# Innoveren met homogene teams?

~~divers talent~~



**Homogenous  
teams**

A common store  
of knowledge  
is fully shared.

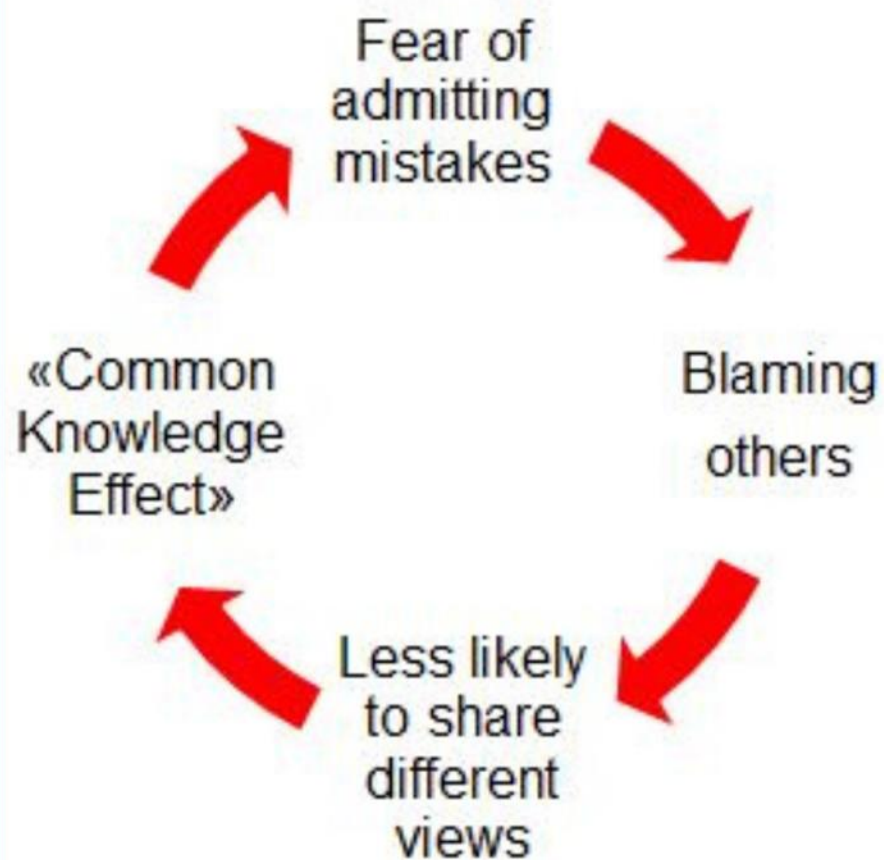
Frances Frei  
© 2020

~~psychologische  
veiligheid~~

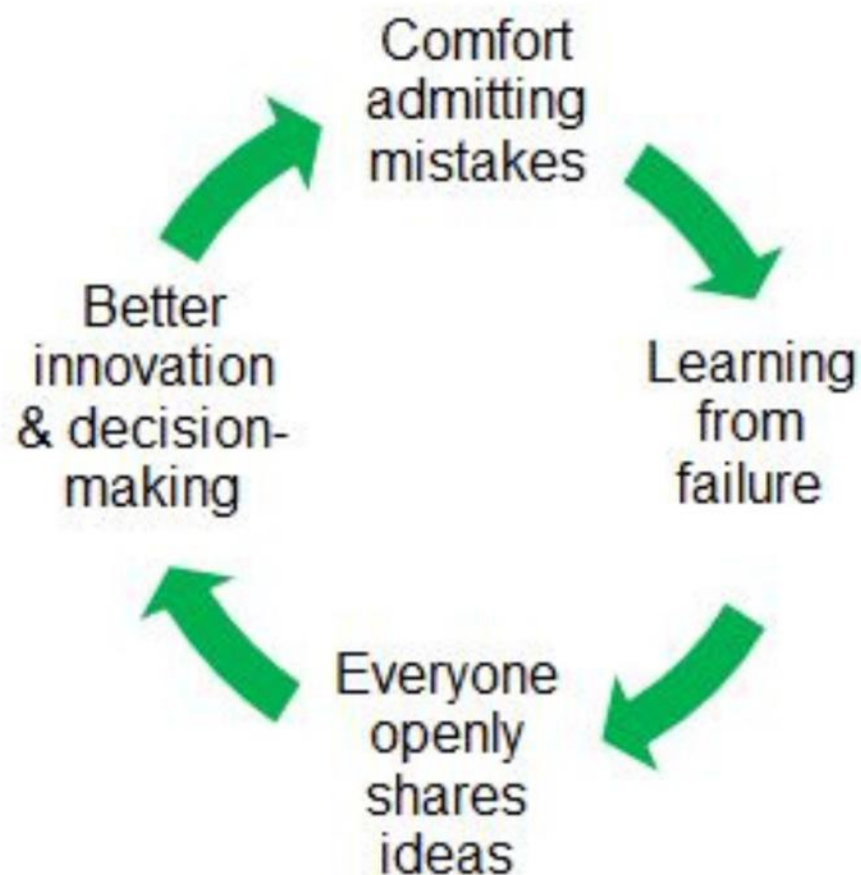


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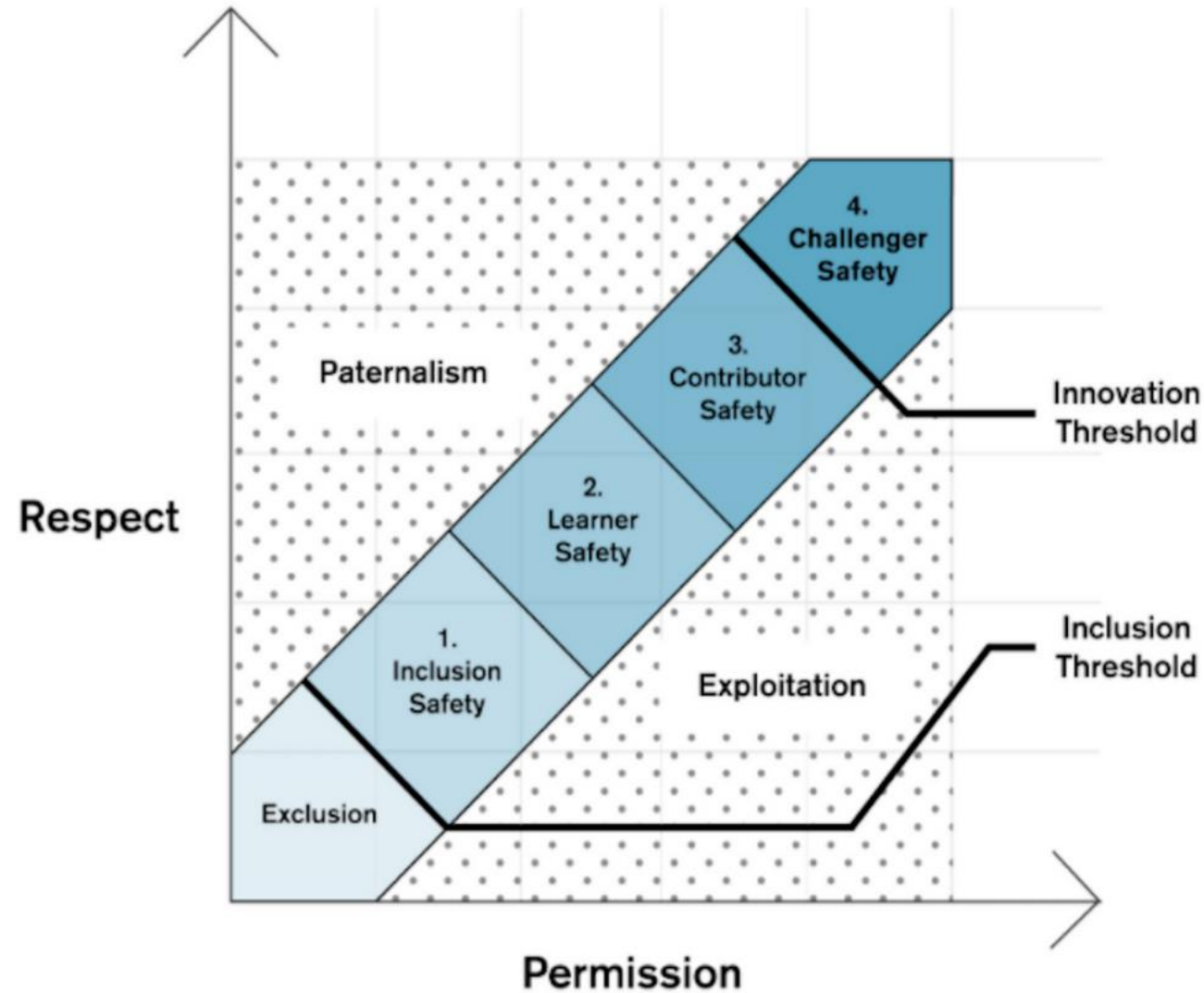
# Psychological Danger



# Psychological Safety



## The 4 Stages of Psychological Safety

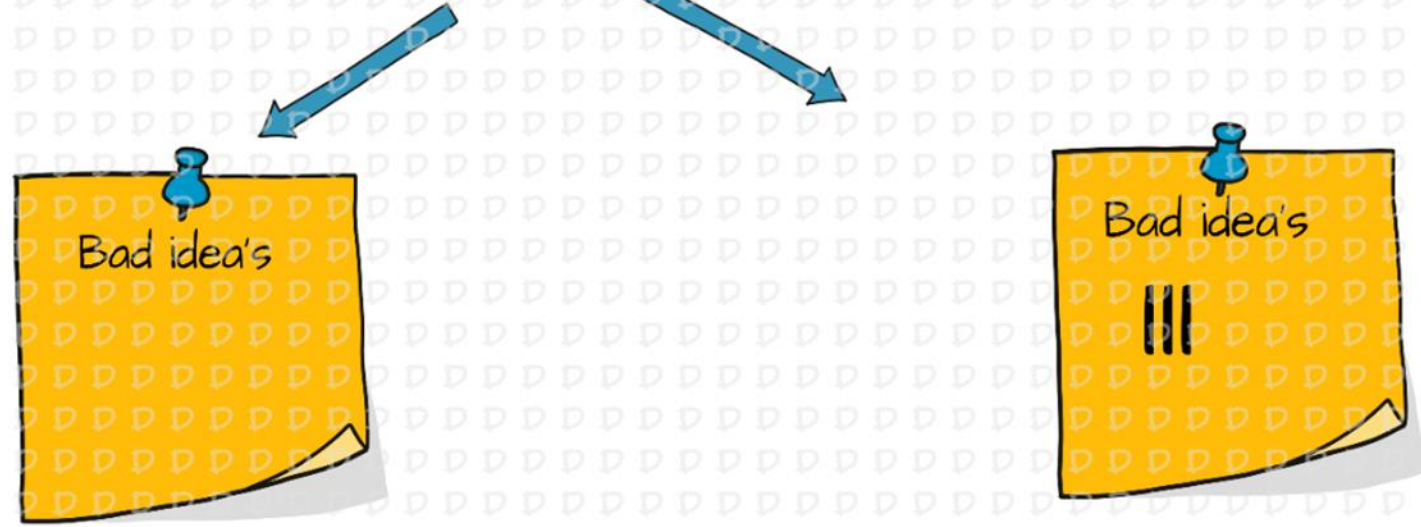




# Psychological safety in your organisation?

- 1 put a sticky note on your desk
- 2 mark every time you hear a bad idea in your organisation on the sticky note
- 3

After a week:



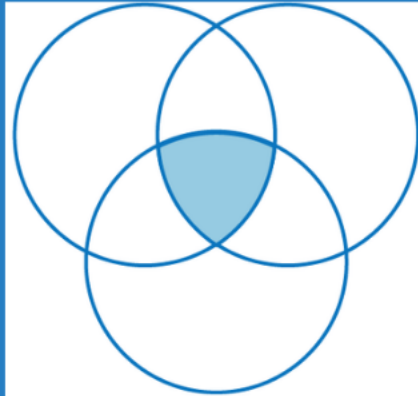
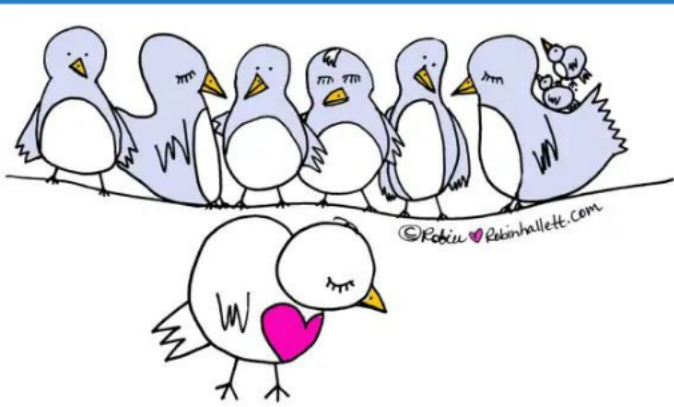
✓ self censored  
✗ no psychological safety

✓ psychological safety

The icon shows three stylized figures in conversation. One figure is white, and two are black. To the left of the figures is a small icon of a certificate or award with a ribbon.

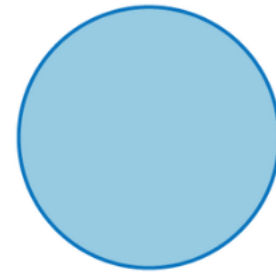
# Innoveren met diverse teams?

divers talent/  
kennis



## Diverse teams

A diverse store of knowledge is partly shared.



## Homogenous teams

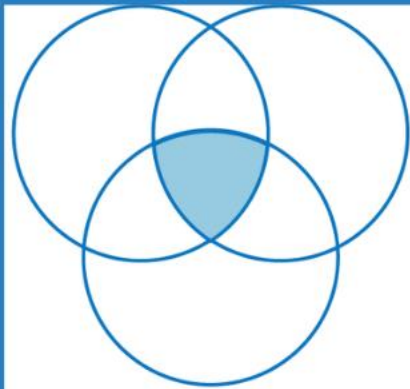
A common store of knowledge is fully shared.

From: "Begin with Trust," by Frances Frei and Anne Morriss, May-June 2020

~~psychologische  
veiligheid~~

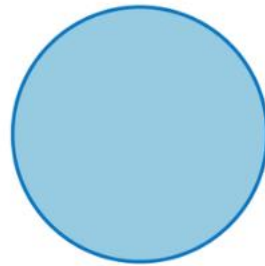
# Innoveren met inclusie?

divers  
talent  
kennis



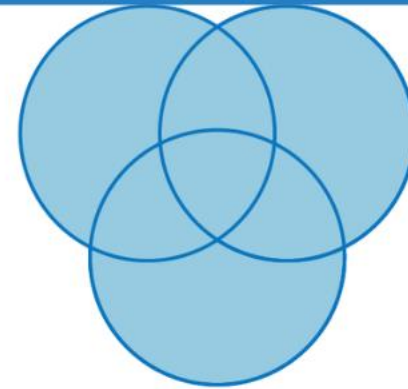
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psychologische  
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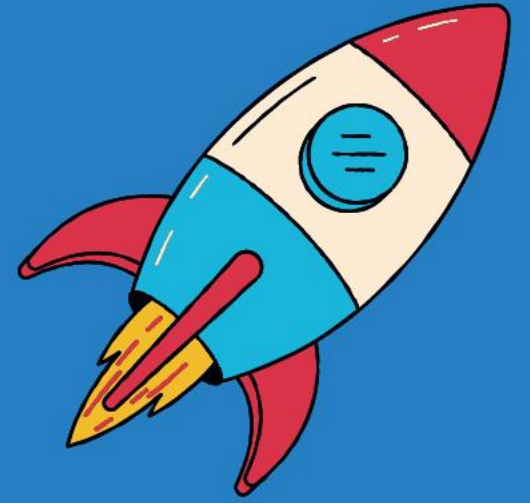


From: "Begin with Trust," by Frances Frei and Anne Morriss, May-June 2020

HBR

Eve Vlemincx





The most basic feeling is like you belong.  
If we all belong we can fly together.



# Wat nu?



**Betrek anderen - andere perspectieven**

Specifiek objectieve criteria

Stel de juiste vragen



**Herdefinieer succes**

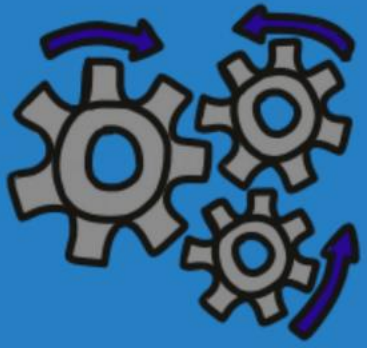


**Speak up**

**Speak up!**

**When we change the dialogue,  
We can change the world.**

*Eve Vlemincx*



Work smarter, Not Harder

# Thank you!

Eve Vlemincx



*Eve Vlemincx*