



Hoi, wij zijn **ink**.



**Even if you want to have a more inclusive staff, you will never succeed.**

98%



**Even when we have the best intentions, most of our decisions are made intuitively, quickly, emotional and irrational**

**We keep hiring  
people that look like  
us because it feels so  
comfortable...**

## Why You Mistakenly Hire People Just Like You



**Kimberly Giles** Forbes Councils Member

**Forbes Coaches Council**

**COUNCIL POST** | Membership (fee-based)

Leadership

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Cookies on Forbes

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# Diverse Teams Feel Less Comfortable — and That's Why They Perform Better

by David Rock, Heidi Grant, and Jacqui Grey

September 22, 2016



In numerous studies, diversity — both inherent (e.g., race, gender) and acquired (experience, cultural background) — is associated with business success. For

**But! Here's the paradox: Diverse teams perform better BECAUSE they are less comfortable.**



**So... how can we become more comfortable  
with discomfort?**

# Debate

hiring process

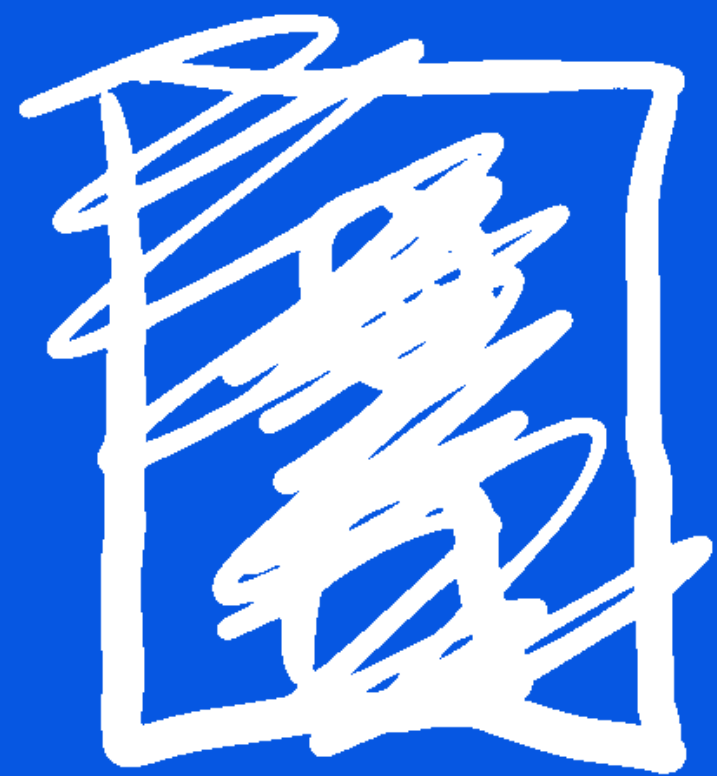


HOW - to find  
people that don't

Find us?

When Hiking:  
Do it together  
(with someone that  
does not look like  
you.)

How do we reduce  
OUR BIASES in  
hiring new people?



~~Rosa~~  
~~De Jong~~

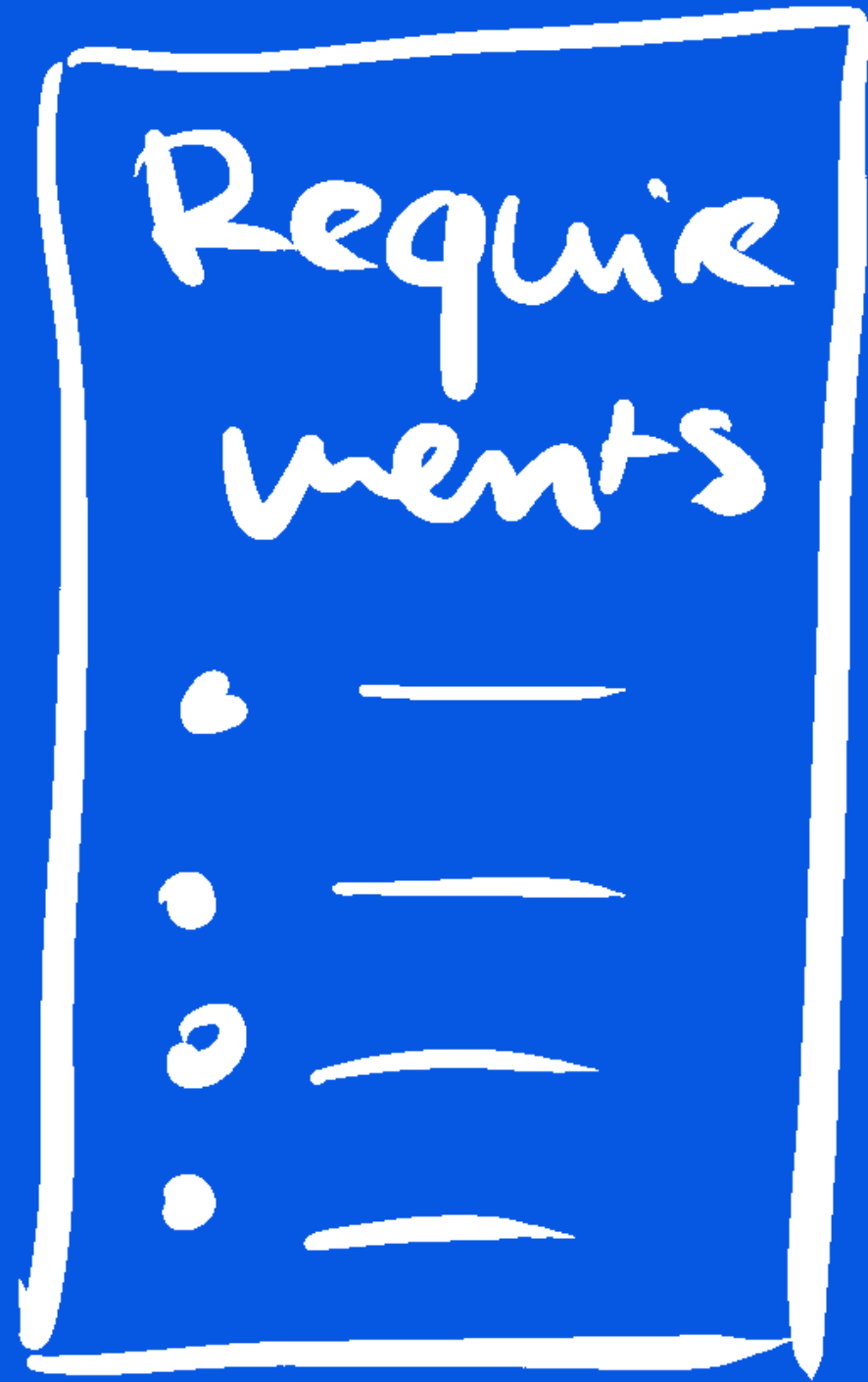
~~Ambitious~~  
~~Analytical~~  
~~LEADER~~  
~~Ninja~~

How to attract  
people that don't  
find us attractive?



yes, but  
It's work  
Right?  
So lets  
pay them  
for their  
work  
then!

Can we  
ask a woman/  
person of colour/  
person with  
bi-cultural back-  
ground to share  
our job  
openings?



Allow  
yourself  
to be  
surprised  
by qualities  
in the process

Do we actually  
know who we  
are excluding?!

How do we know?



nurturing inclusive culture

You are  
not

 divers!

A

No, you  
are not

 divers!

A

Can we find a way  
to talk about  
this in a safe  
way? How?

Be awkward!

Nurture



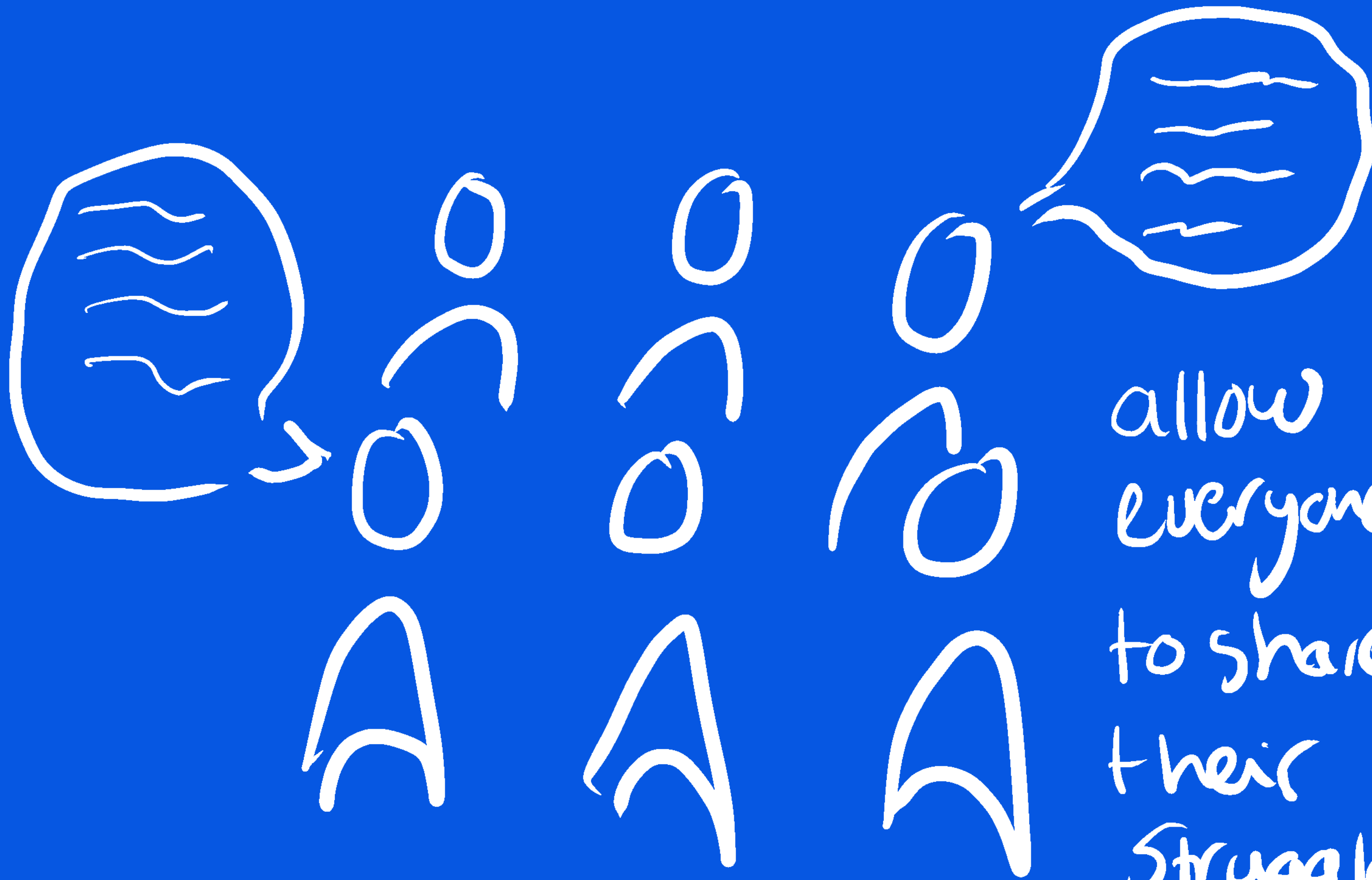
awkwardness

in your team(s)



Can we design or use existing interventions that help us create an inclusive workplace?

Does diversity need  
to be in your  
Core team? Or can  
it be invited per  
Project?



allow  
everyone  
to share  
their  
struggle



Bedankt

**(ink).**

[www.ink.team](http://www.ink.team)