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Your Inclusive Research Game Plan

Toolkit & Worksheets

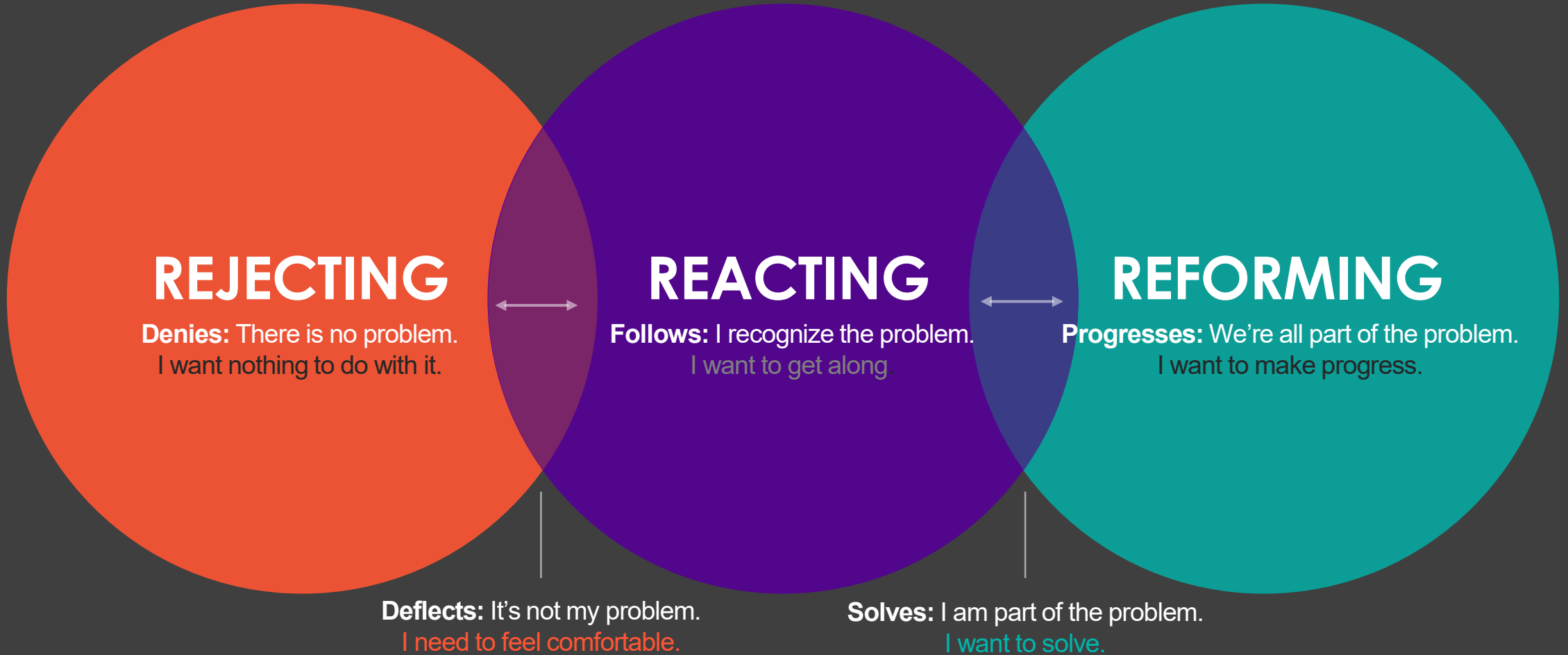
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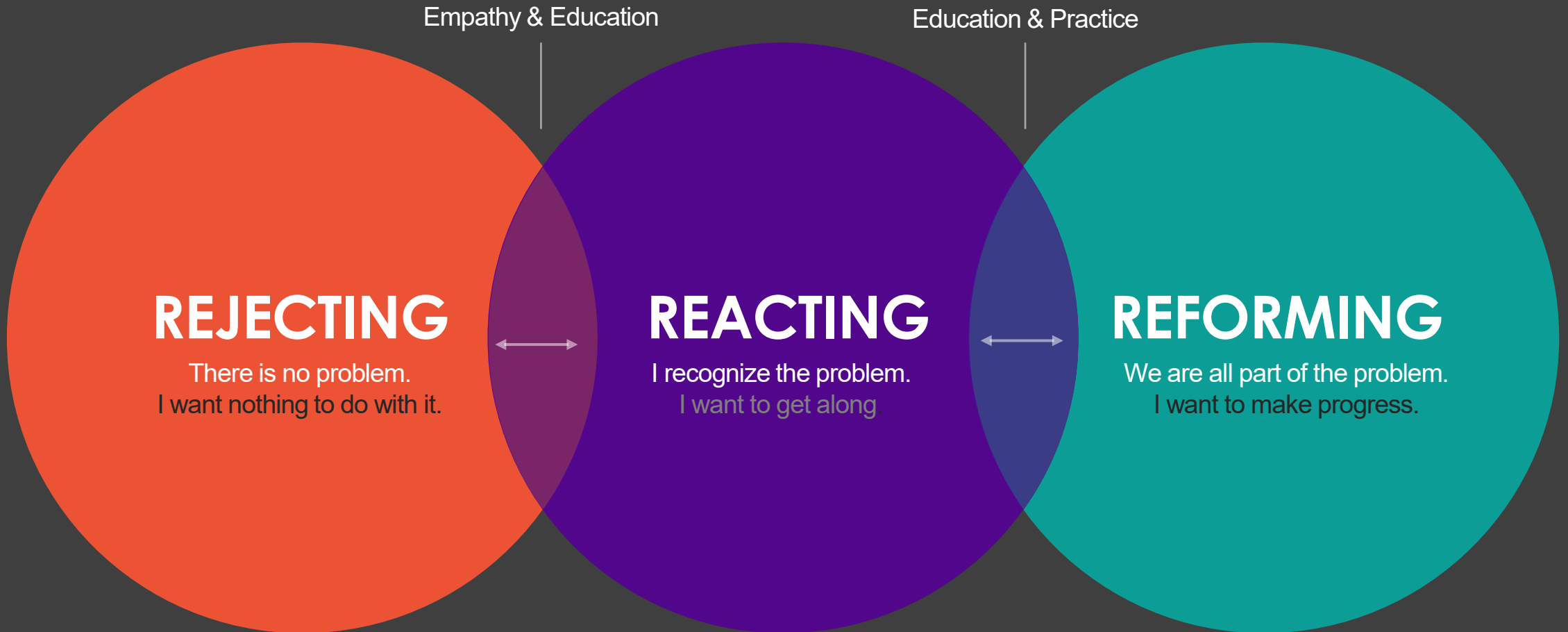


Reference Materials

DEI MINDSET MAP



DEI MINDSET MAP



Creating Change

The COM-B Model is a validated framework which provides guidance when diagnosing challenges and overcoming barriers to change.



The **3** comprehensive, yet distinct categories that drive and/or prevent behavior change, include

Factors that influence behavior change:



Capability

I know about this.
I can do this.



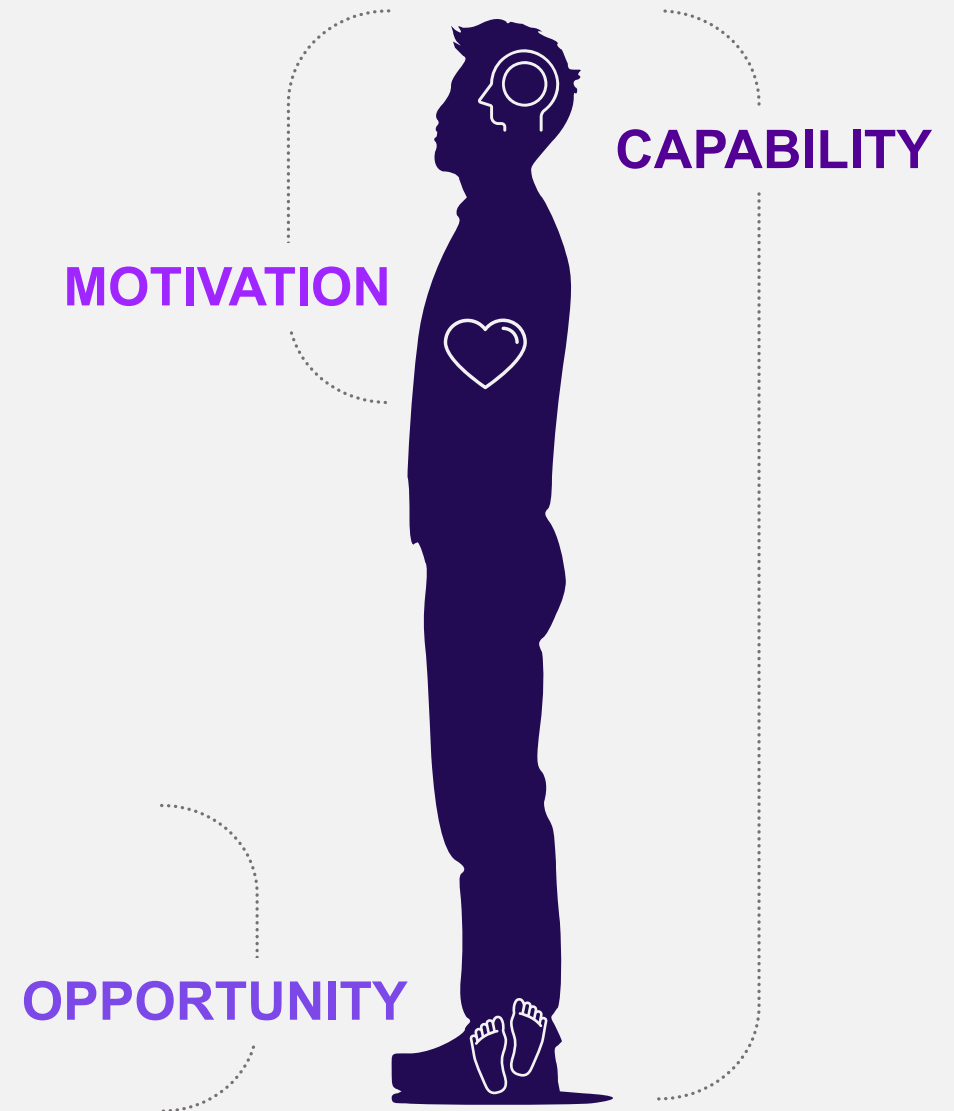
Opportunity

I have what I need to do this.
Others approve of me doing this.



Motivation

I feel like I want to do this.
I believe this is the right thing to do.
I have the right habits in place.



Your assessment drives your tactics

Education: increasing knowledge and understanding	Reference materials (i.e., Inclusive Screener Questions)
Persuasion: changing the way people feel about a behavior	Case studies Testimonials DEI Mindset Map
Incentivization: create the expectation of reward	KPIs and goals
Training: increasing psychological/ physical skills	Bias training Inclusive Insights workshops
Environmental restructuring: change the physical or social context	Embedding experts in teams
Modelling: provide an example for people to aspire or to emulate	All staff share outs
Enablement: increase means or reduce barriers	Tools & processes (i.e. Briefs, Kick Off Decks) ERGs Cultural consultants

EXAMPLE Inclusive Research Game Plan Worksheet 1

Audience <i>Who will be critical to this change?</i>	Myself	Insights Team	Jordan Patel	Pinnacle Inc
DEI Mindset <i>Where do they fall on the DEI mindset map?</i>	Reforming	Reacting	Rejecting/Reacting	Reacting

Ambition <i>What do you hope to get to in 3-5 years?</i>	Build a culture where equitable research principles are widely understood, advocated for and embedded in every project			
Target Behavior <i>What behavior do you need to change or adopt to support this ambition?</i>	Advocate for cultural representation on global projects	Build DEI considerations into the brief/kick off for every project	Create space for DEI conversation/implications in cost and timing estimates	Decline business that does not align with DEI goals

EXAMPLE Inclusive Research Game Plan Worksheet 2

Audience

Pick one stakeholder from Worksheet 1

Insights Team

Target Behavior <i>Paste from Worksheet 1</i>	Build DEI considerations into the brief/kick off for every project
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	Assessment	Tactics
Capability	In principle, the capability is there. They have the training and an openness to DEI concepts and trying new things generally.	
Opportunity	Lacking time/tools and social norms/culture/processes around it	
Motivation	Reflective motivation is there, but outside pressures get in the way and there aren't automatic habits or external incentives	

EXAMPLE Inclusive Research Game Plan Worksheet 2

Audience

Pick one stakeholder from Worksheet 1 **Insights Team**

Target Behavior <i>Paste from Worksheet 1</i>	Build DEI considerations into the brief/kick off for every project
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	Assessment	Tactics
Capability	In principle, the capability is there. They have the training and an openness to DEI concepts and trying new things generally.	
Opportunity	Lacking time/tools and social norms/culture/processes around it	Create & introduce a repeatable process Model the behavior
Motivation	Reflective motivation is there, but outside pressures get in the way and there aren't automatic habits or external incentives	Build this into annual goals

Worksheets

Inclusive Research Game Plan Worksheet Guide

Worksheet 1	Audience <i>Who will be critical to this change?</i>				
	DEI Mindset	<i>Where do they fall on the DEI mindset map?</i>			
Worksheet 2	Ambition <i>What do you hope to get to in 3-5 years?</i>				
	Target Behavior	<i>What behavior does this person need to change or adopt to support this ambition?</i>			
Worksheet 2	Assessment		Tactics		
	Capability	<i>Does this person have the skills or knowledge to do inclusive research?</i>	<i>How can you overcome these gaps in capability?</i>		
	Opportunity	<i>Are processes, timelines, and resources in place to support inclusivity?</i>	<i>How can you overcome these gaps in opportunity?</i>		
	Motivation	<i>Does this person believe they can, should, and will do this?</i>	<i>How can you overcome these gaps in motivation?</i>		

Inclusive Research Game Plan Worksheet 1

Audience

Who will be critical to this change?

DEI Mindset <i>Where do they fall on the DEI mindset map?</i>				
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Ambition

What do you hope to get to in 3-5 years?

Target Behavior <i>What behavior do you need to change or adopt to support this ambition?</i>				
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Inclusive Research Game Plan Worksheet 2

Audience

Pick one stakeholder from Worksheet 1

Target Behavior <i>Paste from Worksheet 1</i>	
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Assessment

Tactics

Capability		
Opportunity		
Motivation		

Challenges

Potential Solutions