The 50 – 30 Challenge

What Works Toolkit: 10 Actions You Can Take

Alignment with the Publicly Available Specification (PAS)

It is important to note that terminology is ever evolving and may not be reflected in external links and resources throughout the What Works Toolkit. The terms used within the toolkit align with the Publicly Available Specification (PAS) document developed by the Diversity Institute, and sponsored by the Standards Council of Canada in support of the Government of Canada's 50 – 30 Challenge. Section 3.1 in the PAS defines Equity-Deserving Groups as follows:
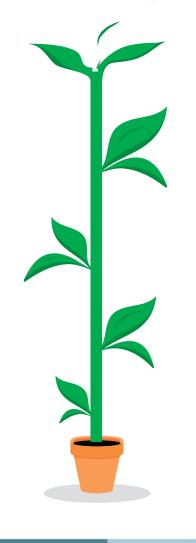
3.1 Equity-Deserving Groups

The Challenge's equity-deserving groups include those identifying as: Racialized, Black, and/or People of Colour ("Visible Minorities"), People with disabilities (including invisible and episodic disabilities), 2SLGBTQ+ and/or gender and sexually diverse individuals, and "Aboriginal" and/or Indigenous Peoples. The program and participants recognize First Nation Peoples, Métis Nation, and Inuit as founding Peoples of Canada and under-represented in positions of economic influence and leadership.

Please refer to the PAS for additional information on the 50 – 30 Challenge as well as tools and resources for your organization.

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Purpose of this Tool

As an individual, you can make a difference in building a workplace where everyone feels safe, welcome and respected. This tool provides you with 10 actions you can take to do exactly that and work towards the 50 – 30 Challenge.

The first section is focused on **learning and reflection**: begin to understand the challenges faced by different identity groups. Reflect on your position to make a positive impact on others as well as the organization as a whole.

The second section is about **starting the conversation, participating, and listening**: focus on how you're communicating and listening to colleagues, and if you are creating an open space for discussion.

The final section is about **making a difference**: take action on ways you and your organization can make sure that everyone feels safe, welcome, and respected.

1.0 Learn and Reflect (1 of 2)

1. **Watch a video on understanding equity, diversity, and inclusion (EDI) and inclusive language.**

   a) English: [Why your words matter and how the words you choose affect everyone](#)

   b) French: [Diversité et inclusion, de quoi parle-t-on?](#)

2. **Self-learning: Begin to understand the challenges faced by different identity groups by starting with these resources. Choose 3 links to start, then move to the next Action. When you've completed all 10 actions, come back to learn more!**

   a) [Truth and Reconciliation Commission of Canada](#) (English and French)

   b) [Building Inclusion for Indigenous Peoples in Canadian Workplaces (Report)](#) (English and French)

   c) [Employment Gaps and Underemployment for Racialized Groups and Immigrants in Canada](#) (English and French)

   d) [Comment soutenir la diversité entrepreneuriale](#)

   e) [Working Effectively with Indigenous Peoples](#)

   f) [The State of Women in the Workplace 2021](#)

Link to:
- Board and Leader Guidebook – Section 1.0

1.0 Learn and Reflect (2 of 2)

g) [Being Black in Corporate America](#)

h) [A storyteller's approach to facilitating conversations on Racism | Lachelle King | TEDxOU](#)

i) [Allegories on race and racism | Camara Jones | TEDxEmory](#)

j) [Beyond Diversity: An LGBTQ Best Practice Guide for Employers](#)

Note: As language is evolving, some terminology in the above external links may not be up-to-date.

Link to:
- Board and Leader Guidebook – Section 1.0

2.0 Start the Conversation, Participate and Listen to Others (1 of 2)

3. **Reflect on your own identity and unique perspective, and how that influences your experiences. Think about how that is the case for each person, making each of our perspectives and experiences different.**

    a) Understanding Your Privilege

4. **Participate in discussions and workshops about how to make your workplace a space where everyone feels welcome, safe and respected.**

    a) Create a space for employees to openly share their experiences so that they can build trust with one another

    b) Dedicate time within an employee's working day to participate in activities and workshops

5. **Take the time to discuss with your colleagues how to further build a space where everyone feels welcome, safe and respected at work.**

    a) Grow your network! Reach out to colleagues who you may not normally connect with.

Link to:
- Board and Leader Guidebook – Sections 3.2 and 4.1
- Starting the Conversation – Section 6.0

2.0 Start the Conversation, Participate and Listen to Others (2 of 2)

6. **When communicating, focus on the words you use so people do feel welcome, respected and invited to contribute. Think about how you can:**

   a) Avoid distractions, focus on the person speaking, and bring your whole self to the conversation

   b) Respect the language people use to describe themselves and follow suit

   c) Use the active voice so your sentences are focused and convey presence and engagement with the other person

   d) Should someone correct you, acknowledge them with thanks

   e) If you observe a mistake, offer a quick correction

Link to:
- Board and Leader Guidebook – Sections 3.2 and 4.1
- Starting the Conversation – Section 6.0

3.0 Make a Difference Through Actions (1 of 2)

7. **Start a conversation with one of your colleagues about what you've learned from others and how you're bringing inclusion into your everyday practice.**

   a) Try to reach out to someone who hasn't yet participated in these conversations

8. **Find out if your organization has created networks or safe spaces for discussion (for example, employee resource groups) on how to make sure everyone feels welcome and respected.**

   a) If it has, become a member! Also, ask if those discussions inform how your organization improves the way it makes sure people feel welcome and respected.

   b) If it hasn't, suggest to your organization that it could be important to have those opportunities for discussion and learning how to make the workplace better for everyone

Small vs. Large Organization Consideration: Larger organizations are more likely to have formal Employee Resource Groups (ERGs), whereas small/medium organizations may not have formal ERGs but have networks of individuals with shared identities/interests.
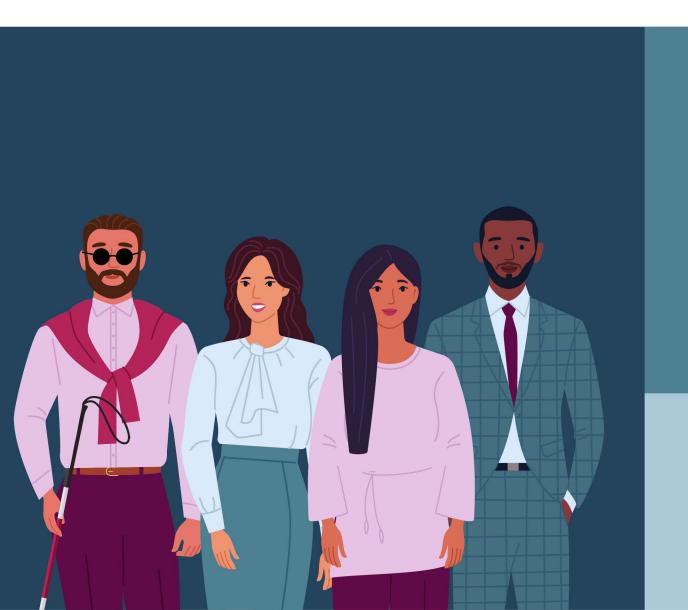
3.0 Make a Difference Through Actions (2 of 2)

9. **Pay attention - do you feel that everyone is being held to the same standards at work and being treated fairly?**

    a) If the answer is "no", are you pointing it out and speaking up to make sure people are held to the same standards?

    b) If the answer is "yes", are you participating in building that safe workplace?

10. **Share this document with your colleagues to continue the conversation!**

Link to:
- Guide to Sustaining Organizational Change – Section 1.4
- Starting the Conversation – Section 5.0

Continue your journey: Which tile is next for you?

Return to Mapping Your Journey to 50-30