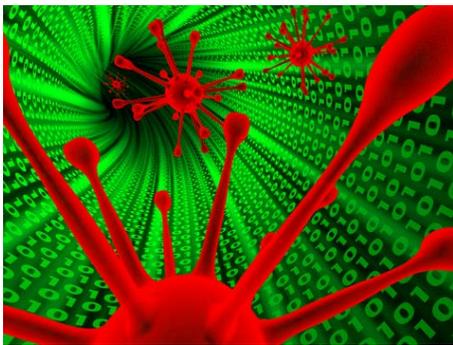


Inclusion Gone Viral

Getting the *inclusion virus* can be a great thing as viruses by their very natures duplicate and spread! Having the inclusion virus go viral is *symptomatic* of an organization that has learned to value diversity in all of its forms and has created a culture that has learned to leverage its diversities to increase and enhance the organization's performance.

In the same way *viral marketing* is encouraged, *viral inclusion* needs a high "pass- along- rate" at a continued sustained level in order to create the greatest influence on other systems in the network. As marketing goes viral, customers actually begin marketing for the company.



When inclusion goes viral, the value of inclusion has become a "way of life" that has "*infected*" the system's DNA. The effect of this virus is seen when all stakeholders, including the community and vendors, begin openly sharing in the success of the organization. The inclusion virus starts spreading and duplicating once leaders demonstrate they truly value all diversities. Leaders do this by seeing to it that accountability and resources are made available to support a well-designed inclusion strategy thus

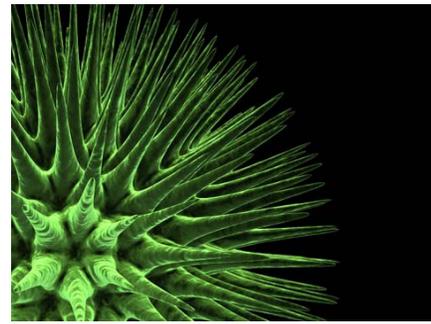
ensuring success to the organization's financial performance.

How do you know inclusion has gone viral? Here are the "*symptoms*" of the *inclusion virus* in a team or organization:

- Effective communication and real listening is going on
- Working relationships are complementary and constructive - the focus is on possibilities not deficiencies
- Members do not run from conflict
- Change is seen as a way to innovate and create
- A strong network of support is in place for consistent review and evaluation of policies, practices, and performance standards that impact inclusion
- Inclusion is perceived by those in the organization as a real and legitimate corporate value that is supported from top leaders down
- Members of the organization are free to challenge the status quo
- Employees are proud of their organization and have a strong sense of belonging and well-being
- Innovation and creativity run rampant
- Employees feel respected and safe to contribute
- Members are passionate about their work and the organization's success
- Critical thinking is the foundation for sound decision-making

What do organizations need to do to get the "*inclusion pathogen*" injected into the blood stream (organization's culture) so it begins duplicating and spreading?

- Hold people accountable for their behaviors
- Consistently provide development and training on inclusion strategies
- Speak openly and honestly about inclusion strategies and behaviors that support Inclusiveness
- Establish a statement of intent and market the strategy to ensure it is well understood and communicated throughout the organization
- Tie your inclusion strategy to your vision mission and values and create shared values especially inclusion
- Change the conversation – tell a new story about the organization
- Make it safe to say no
- Recognize and reward behaviors you want replicated and sanction behaviors that need to stop



As *inclusiveness* becomes systemically integrated into the network of *practices and behaviors*, the system will experience deep change. Once the significance of inclusion reaches critical mass in acceptance as an organizational value, its influence in transforming organizational behavior becomes unstoppable and everyone may experience the positive effects of *inclusion gone viral*.

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About Dr. Burrs and Step Up To Success!

Step Up to Success! is a consulting firm that focuses on organizational strategies for leaders, teams and individuals resulting in highly committed, highly energized, and high performing teams. The breadth of her experience crosses all walks of social and organizational life including law firms, technology organizations, educators, business professionals, leadership groups and non-profit groups.

Dr. Burrs designs and delivers targeted and successful coaching interventions and programs designed to measurably improve personal, leadership and organizational performance. Her experience, enthusiasm, and high energy provide the foundation for your memorable, life-changing, inspirational experience. When you attend a Step Up To Success! Program, you walk away with improved communication skills, better self-management skills, enhanced interpersonal skills and a clearer understanding of your individual strengths and how they contribute to your success both organizationally, professionally, and personally.

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