



50 – 30 Challenge: 'What Works Toolkit'

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Meet the Team

Today with you are members of the KPMG team that collaborated with ISED to develop the ‘What Works Toolkit’ for the 50 – 30 Challenge.



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The Canadian Journey

Organizations across Canada have been working to advance diversity, equity and inclusion and move the dial to support priority groups across the nation. However, there is still much more work to be done.

New board positions being filled by women

on TSX-listed companies in 2021. Few male-only boards remain, representing only 15.7% of TSX-listed companies (*Osler*)



Coalition of Innovation Leaders Against Racism

Several pillars to support priority groups, including **Community & Leadership**, which focuses on strengthening BIPOC communities through programs and resources



Approx. 500 signatories

have signed the BlackNorth pledge as a testament to pushing back against systemic racism by boosting diversity in their workforces and elevating black leaders

645,000

Canadians with disabilities who had the potential to work were left out of the labour market (*Statistics Canada*)

Only 0.4% of board and senior management positions are held by Indigenous peoples

within organizations governed by Canada Business Corporations Act (*Government of Canada*)

Only 59%

of organizations communicate strong leadership messages on the importance of LGBTQ2+ inclusion in the workplace to all employees (*Pride at Work*)



6.8%

The percentage of CBCA public company board seats are held by equity-deserving groups (*Osler*)



Introduction to the 50 – 30 Challenge

The 50 – 30 Challenge is an initiative between the Government of Canada, business and diversity organizations. The goal of the program is to challenge Canadian organizations to increase the representation and inclusion of diverse groups within their workplace, while highlighting the benefits of giving all Canadians a seat at the table.

The 50 – 30 Challenge asks that organizations aspire to two goals:



Gender parity ("50%" women and/or non-binary people) on Canadian board(s) and/or senior management; and



Significant representation ("30%") on Canadian board(s) and senior management of other equity-deserving groups

Equity-deserving groups are defined 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 Aboriginal and/or Indigenous Peoples, including those that identify as First Nation Peoples, Métis Nation, and Inuit, as founding Peoples of Canada and underrepresented in positions of economic influence and leadership.



À qui s'adresse cette Boîte à outils ? Who is this Toolkit for?

Whether you're a corporate executive, small business owner, non-profit manager or part-time employee, you can use the What Works Toolkit.



Le Défi 50 – 30 s'adresse à l'ensemble du Canada et la Boîte à outils « Ce qui fonctionne » s'adresse à tous/toutes les canadien.ne.s.



La Boîte à outils « Ce qui fonctionne » a été conçue pour vous soutenir dans vos efforts pour lancer la conversation, créer des espaces inclusifs et collaboratifs, trouver les meilleurs talents du pays et défendre l'équité.



Ensemble, bâtissons un Canada qui valorise et utilise le pouvoir de notre diversité où chaque personne bénéficie du sentiment d'appartenance.



The 50 – 30 Challenge is for all of Canada, and the What Works Toolkit is for all Canadians.



The What Works Toolkit has been designed to support you in your efforts to start the conversation, build inclusive, collaborative spaces, source the country's best talent, and champion equity within your workplace.



Together, let's build a Canada that harnesses the power of our diversity and where every person belongs.



What Works Toolkit Development Process

The What Works Toolkit was developed from December 2021 to July 2022. The contents of each of the tools were built through various forms of data and insight collection.

Community Empathy Workshops

Fueled through lived experiences.

1



3

Leading Practice Research

Founded in evidence-based practices.



2

Stakeholder Interviews

Inspired by real perspectives and creativity.



Community Empathy Workshops

- Workshops conducted with English and French participants
- Insights collected on the realities of priority groups, tools that Canadian organizations needed and feedback on the toolkit



Stakeholder Interviews

- One-on-one interviews were conducted with select organizations and Canadian subject matter professionals
- Gain a deeper understanding on specific needs and realities of real Canadians and Canadian organizations



Leading Practice Research

- Thorough primary and secondary research conducted to ensure that the tools are evidence and fact-based
- Leading practice research provided a deeper understanding to the complexity of the equity, diversity and inclusion journey



Introducing the What Works Toolkit!

We are proud to share the What Works Toolkit, which we believe will support Canadian organizations of all shapes and sizes on their journeys towards achieving the goal of the 50 – 30 Challenge.

Starting the Conversation

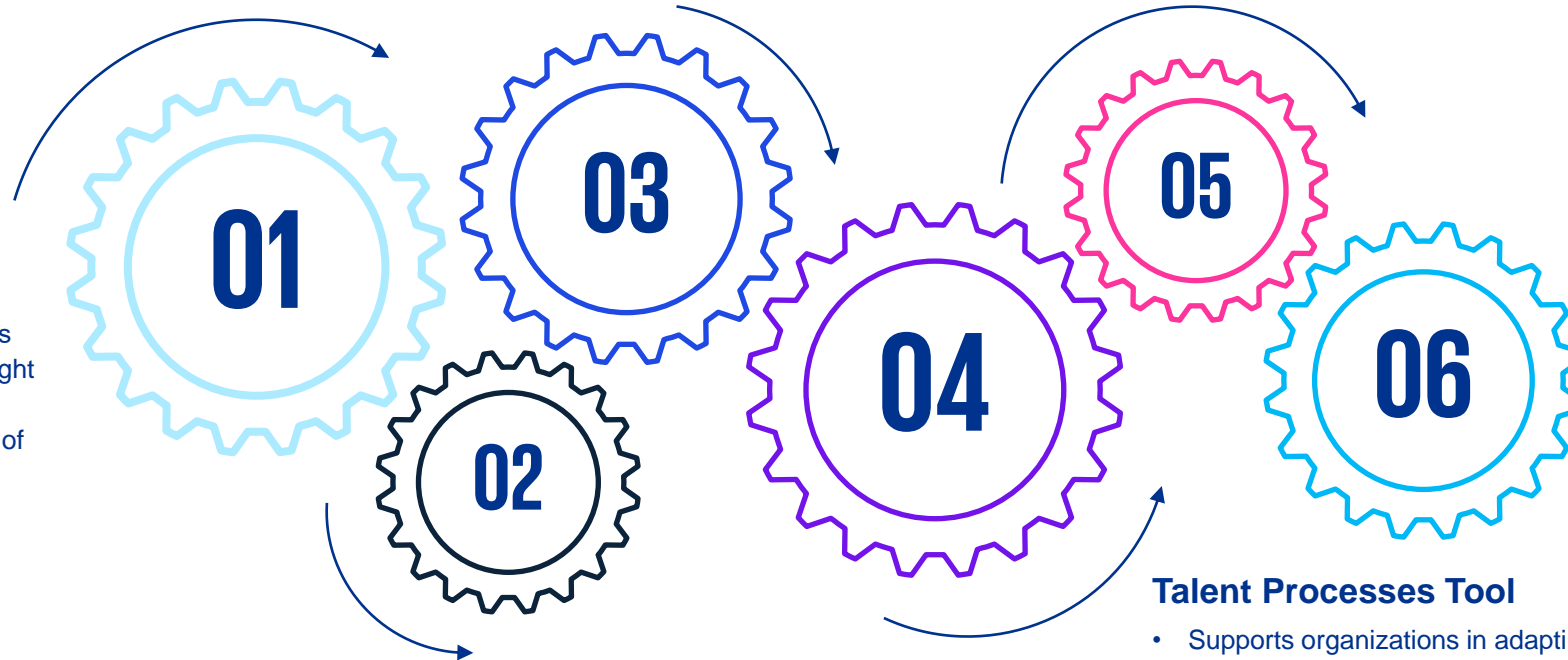
- Provides leaders with a framework for understanding where, when & how to start the conversation, and what “starting the conversation” means

Board and Leader Guidebook

- Supports leaders and board members in modeling inclusive behaviours, creating open spaces and fostering a sense of belonging within their organizations

Mapping Your Journey to 50 – 30

- Organizations can select different tiles within the “map”, based on strengths and opportunities they might want to address to be directed to different parts of the toolkit



Guide to Sustaining Organizational Change

- Focuses on adapting systems and structures in place to be more inclusive, build access to opportunity, and sustain culture change
- Explores opportunities from a policies and practices perspective

10 Actions You Can Take

- Provides individuals with 10 actions they can take to work towards the goal of 50 – 30
- Explores three sections: learning and reflection, starting the conversation, and making a difference

Talent Processes Tool

- Supports organizations in adapting talent processes to be more inclusive and equitable and promote diversity
- Deep-dives into several talent processes to attract, recruit and retain talent and build a diverse leader pipeline



***“Diversity is a garden. It needs to be
tended over time and each plant needs
special attention to thrive and grow.”***

- Community Empathy Workshop Participant

