



MINTEL

Building a Culture of Inclusion: The Mintel D&I Journey





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Purpose

This case study explores Mintel's journey in implementing a robust Diversity and Inclusion (D&I) program to address the evolving needs of their workforce. It delves into the challenges faced, the solution adopted, and the transformative results achieved through partnership with RW3 CultureWizard.



Challenge



Mintel, a global market research company, recognized the imperative of implementing a D&I program amidst increasing industry pressures and the evolving landscape of employee expectations. As a privately-owned entity, Mintel grappled with the absence of a comprehensive D&I framework, particularly in fostering diverse, inclusive leadership within their teams.

In the wake of the COVID-19 pandemic, Mintel convened a Town Hall meeting in 2020 to address the shifting dynamics within their organization. This gathering, coupled with extensive market research, illuminated the pressing need for a unified D&I approach. Mintel identified a lack of clarity regarding D&I definitions and a deficiency in inclusive leadership, highlighting the necessity for a tailored program to address these gaps.

Solution

Mintel partnered with RW3 CultureWizard to implement their Global Inclusion Suite, attracted by its innovative approach to D&I education. The program's modular structure facilitated the development of a shared language around D&I initiatives within Mintel, enabling focused discussions on specific topics. Moreover, the emphasis on inclusive leadership resonated with Mintel's objectives, with tailored modules for both general employees and management. RW3's comprehensive support, including Discussion Guides and ongoing training, streamlined the integration of the program into Mintel's existing Learning and Development (L&D) setup.



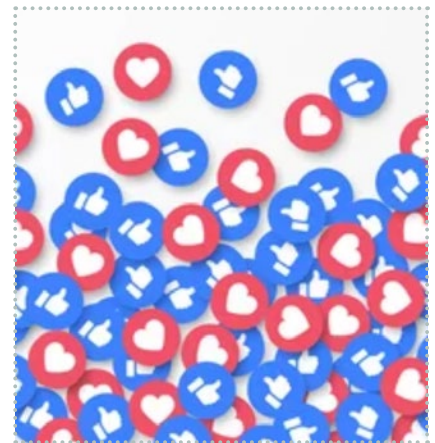


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Results

Since the implementation of the RW3 CultureWizard’s Global Inclusion Suite, Mintel has observed a qualitative shift in organizational culture. Increased dialogue surrounding D&I, its implications, and inclusive language signifies a tangible cultural transformation. Leaders within Mintel are actively championing D&I efforts, fostering discussions on research projects and embracing inclusive practices. The initial one-year contract blossomed into a long-term partnership, with RW3 CultureWizard supporting Mintel’s ongoing education needs through regular module rollouts and specialized courses on racial bias and neurodiversity.



High Completion Rate: 97% of users have completed the Global Inclusion Course, accessed in all 15 languages offered.

Popular Courses: Notable courses include “Acting Inclusively” and “Becoming an Inclusive Leader”, with hundreds of users accessing them.



Positive Feedback: 300 people managers participated in the “Becoming an Inclusive Leader” debriefing session, which was a huge feat. The debrief session indicated that 90% of respondents found the training helpful. It is possible to achieve this level of participation from people managers at various company sizes, regardless of the size of their D&I teams.



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Why RW3 CultureWizard's D&I Tools are Ideal for Clients

RW3 CultureWizard's D&I tools offer a tailored solution to the complex challenges faced by organizations like Mintel. Through modular training, a focus on inclusive leadership, and ongoing support, RW3 CultureWizard empowers clients to initiate D&I programs and foster a culture of inclusivity and belonging.

“As a one-person show, I facilitated 45 follow-up sessions, each 60 minutes long, over 60 days across three regions globally (Americas, EMEA, and APAC) in their respective time zones.”

ADIAT BAKER, GLOBAL DIVERSITY MANAGER



Conclusion

Mintel's journey stands as a compelling testament to the transformative power of intentional D&I initiatives, facilitated by RW3 CultureWizard. By prioritizing D&I education and fostering inclusive leadership, Mintel has not only built a diverse-accepting work environment but also laid the foundation for sustained organizational growth and innovation.