

DEI AMBASSADORS

Company name : John Deere Bank S.A.

Activity sector : Activités financières et d'assurance

Company category : PME

Description of the action

Diversity is a global responsibility, everyone in the team should work toward improving our Diversity, Equity and Inclusion. The global goal of our HR department is to have Diversity as a foundation of our HR strategy. DEI should be in our DNA in everything we do in all our day to day tasks and interactions. To get commitment and involvement from employees at every level in the organization the Company has offered to some employees to become DEI ambassadors.

Context

DEI is usually managed by leaders (council), HR and dedicated full time Employees. To be sure that all needs are met we wanted to have a down to top approach, collecting feed-back directly from team members.

Objectives

The role of the DEI ambassadors is to raise awareness and gathering feedback that will serve as a base of future actions. They will help HR/management on the execution of the DEI strategy by organizing presentations, trainings and various initiatives. They act as influencers inside the company. They do employees survey to collect insight and organize specific actions focus on needs.

Approach

Nomination is on a voluntary basis. Everyone can be an ambassador or withdraw application. They need to attend to bi-monthly update calls, they are made aware of global initiatives, best practices across the organization around the globe and can leverage on a local base.

Impact

Our DEI ambassadors are our eyes and ears throughout the organization. Some coffee talks and an internal survey have been already organized. This allows leaders to have insight on where to focus to improve diversity, equity and inclusion within the company. Their actions have already allowed us to improve the psychological safety and work to outsmart bias.

« To do »

We empower our ambassador to take their decision; work on which actions they think are the most suitable for the company

« Not to do »

We guide them, give advises however we should avoid a top down approach interfering on their creativity.