

DIVERSITY BAROMETER

Company name : HACA PARTNERS

Activity sector : Autres activités de services

Company category : PME

Description of the action

Diversity Barometer Report

Context

Given the rapid growth of our business activities and workforce, we felt it was crucial to pause and assess our Diversity status as of the end of 2024. While we have consistently organized awareness events around Diversity, including our annual initiative in May, we recognized the importance of ensuring that every new team member feels fully integrated into our firm, aligns with our values, and actively embodies and shares those values in return.

Objectives

The goal of this exercise is multiple.

1. Evaluate communication effectiveness: to ensure that our current process for communicating our values and commitment to the Diversity Charter is widely understood and embraced across the organization.
2. Assess awareness of diversity scope: to determine whether we have effectively conveyed the broad and inclusive nature of diversity at HACA Partners.
3. Identify areas for improvement: to uncover any potential challenges, such as instances of misbehavior, intolerance, or other concerns, that may require attention and corrective action.

Approach

We designed a tailored-made survey to be sent through our people.

It was divided into three major sections:

- The awareness of the Diversity Charter in Luxembourg and our signature;
- The perception of Diversity;
- The diversity experience at HACA Partners

Impact

With a participation rate of 52% (out of 100 employees), while relatively acceptable, it indicates that nearly half of our workforce did not have the opportunity to contribute their perspectives to this survey.

Moving forward, we believe that targeted corrective actions, particularly focused on enhancing communication strategies, are essential to ensure broader awareness, engagement, and inclusivity in future initiatives.

The survey did not highlight any significant issues requiring the development of a comprehensive recovery plan on diversity topics. However, as we continue analyzing the results, we recognize that the primary area for improvement lies in communication.

We hope the final analysis will contribute to raising awareness about diversity among our new joiners and provide valuable insights into their unique perceptions and experiences.

« To do »

- Define clear objectives: establish specific goals for your survey to ensure the format aligns with the type of information you aim to gather.
- Design concise and precise surveys: keep questions short, clear, and targeted, as overly lengthy or complex surveys may discourage participation.
- Communicate purpose and benefits: clearly explain the survey's objectives and how it benefits employees to foster engagement and a sense of involvement.
- Allow ample time for responses: provide an extended collection period, supplemented with regular yet meaningful reminders to maximize participation.
- Engage directly with colleagues: take the opportunity to discuss the survey in person at the office. Ask colleagues if they are aware of the survey, whether they have completed it, and if not, explore their reasons for not participating.

« Not to do »

- Avoid designing long and confusing surveys: lengthy and complex surveys can deter participation. Focus on clarity and brevity to ensure respondents can engage easily and meaningfully.
- Don't overcommunicate: excessive reminders or communication can feel intrusive, especially as employees manage their own workloads. Instead, treat low participation as valuable feedback to understand underlying reasons and improve the approach.
- Refrain from pressuring or showing a lack of empathy: A pressuring or dismissive attitude may alienate employees. Foster an understanding and supportive environment to encourage honest participation and constructive feedback.