

REEVALUATING & RESETTING

DIVERSITY, EQUITY & INCLUSION





APPROACH

Recent events have brought increased attention to conversations that rightfully should have taken place sooner. There's an urgent imperative for organizations to be deliberate and explicit in their policies and actions on Diversity, Equity & Inclusion (DEI) of all kinds.

With the creation of IBAO's DEI Committee, we're reevaluating not just hiring practices but all policies, from the way staff are expected to interact, to the way we communicate with members and the public, in order to implement a structured approach to meet the systemic pressures that have created so many imbalances throughout society.

As an association, we represent brokers from a wide variety of ethnic and cultural backgrounds, whose clients represent the same. It's our collective responsibility to ensure we're representing and serving Ontario's multiethnic, multicultural society.

This document sets IBAO's direction, priorities, objectives and commitments on DEI. It aligns with our organizational purpose and focuses on attracting and developing the best talent to support social and economic development of our collective communities.

COMMITMENT

Our commitment to our members, the public and to one another is to be mindful, respectful and accommodating of the differences that make us distinct from one another, but taken together, define us as a whole. We'll communicate regularly about our progress and share best practices to demonstrate our commitment in advancing an inclusion agenda. We welcome all feedback, shared experiences and discussion from our membership, stakeholders and industry partners.

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From our vantage point, leadership demographics across brokerages are not as diverse as the populations we serve—this could imply an equal opportunity issue. Volunteers, event attendees and brokers in positions of influence are relatively homogeneous—this could imply an inclusion issue.

We have a lot to learn and lot to share. We believe we're well positioned to uplift our workforce and communities through dialogue, education and engagement, to evolve our businesses and better serve a diverse marketplace.





STRATEGIC OBJECTIVES

Our goal is to create a culture of belonging, beginning internally, expanding outward through IBAO's Board of Directors and Membership, advancing the discussion within the broader industry, and positively impacting the next generation of brokers. It's imperative that Ontario consumers see themselves represented within Ontario's broker channel.



STRATEGIC FOCUS

- 1 Open Dialogue
- 2 Community Outreach & Support
- 3 Recruitment to the Broker Channel
- 4 Business Partner Selection
- 5 Education & Training
- 6 Marketing, Communication & Events





TACTICS

OPEN DIALOGUE

- Leading the discussion with our membership through education, drawing on differences in background, generation, belief and experiences of a diverse audience
- Learning from our members who are leading the way in their own DEI initiatives



COMMUNITY OUTREACH & SUPPORT

- Ensuring that IBAO funding not only supports a diverse range of community groups but is put towards advancing the discussion of equity, diversity and inclusion within the insurance industry
- Applying an DEI lens when evaluating communities and corporate initiatives to support, collaborate with and promote



RECRUITMENT TO THE BROKER CHANNEL

- Promoting materials, visuals, examples and modes of access that draw on the differences in background, generation, belief and experiences of a diverse audience
- Adding an optional question to Broker Launchpad RIBO L1 surveys to identify social categorization (gender identity, race, religion, disability), creating baseline data to inform areas of improvement

BUSINESS PARTNER SELECTION

- Actively seeking and hiring suppliers, vendors and business partners that have diverse ownership and leadership, with a proven track record of inclusive processes and practices



EDUCATION & TRAINING

- Offering DEI education and training with a focus on awareness, unconscious bias, channel recruitment, advancement and leadership development
- Leveraging materials, visuals, examples and modes of access that draw on the differences in background, generation, belief and experiences of a diverse audience
- Reviewing language in education materials and textbooks, ensuring its inclusive, non-denominational and represents a diverse demographic



MARKETING, COMMUNICATION & EVENTS

- Representing the diversity of IBAO Members and their clients in all ways—continuing to select imagery and visuals that highlight diversity, signal boosting the voices of brokers from a variety of backgrounds and using non-denominational language to not exclude beliefs
- Being mindful that speakers, entertainment and talent are representative of diverse identities and communities
- Sharing the full spectrum of our diversity activities through our member and consumer facing channels