



CREATING POSITIVE PATHWAYS

ENGAGING EMPLOYERS IN DIFFERENCE

THE DIFFERENCE
COLLECTIVE

Culturise

TODAY

- My Lived Experience
 - As a person
 - As employer
- Building Cultures of Resilience
- The Difference Collective
 - Stage 1 – Employer Engagement
 - Stage 2 – Community Engagement and Pathways
 - Stage 2 – DES Training and mind-shift



#DifferenceistheNewNormal

#DiversityisNotCharity

Famous Hashtags by Jo Marshall

#DIVERSITYISNOTCHARITY

- 63% Employee Engagement
- \$800k loss
- 79% Employee Engagement
- 2nd place profit
- Engagement=Profit





WE ALL HAVE A STORY....

THE DIFFERENCE
COLLECTIVE

CULTURAL RESILIENCE

- Community
- Education
- Employment
- Procurement
- Culture Mapping

The Most Resilient and Sustainable Culture MUST reflect and include the very community that it exists in.



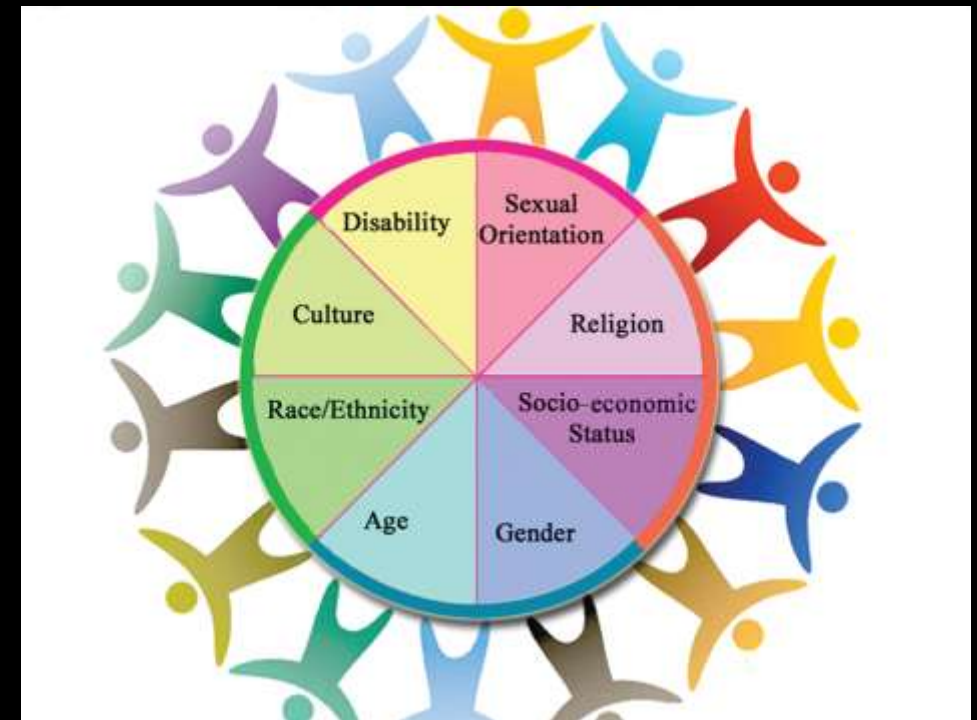


ENGAGING EMPLOYERS WITH DIFFERENCE

THE DIFFERENCE
COLLECTIVE

#DIFFERENCEISTHENEWNORMAL

- 1 in 3 men and 1 in 4 women will have cancer before 75
- 1 in 6 Australians have heart disease (3.72 million)
- 20% of workers have mental health issues
- 1 in 3 women suffer domestic violence
- My mother has cancer...
- My brother has a disability...
- My husband just lost his job...
- My son is doing drugs...



#STEREOTYPESANDPOLARISATION

- We magnify – focus on the stereotype
- We measure – against our wishful thinking
- We generalise
- We polarise
- We confirm





PATHWAYS AND COMMUNITY

COMMUNITY PATHWAYS



- Total Impact – the concept
- Job ready vs Job Confident
- Pathways to employment – Pathways to Inclusion
- Word of mouth as the best job pathway

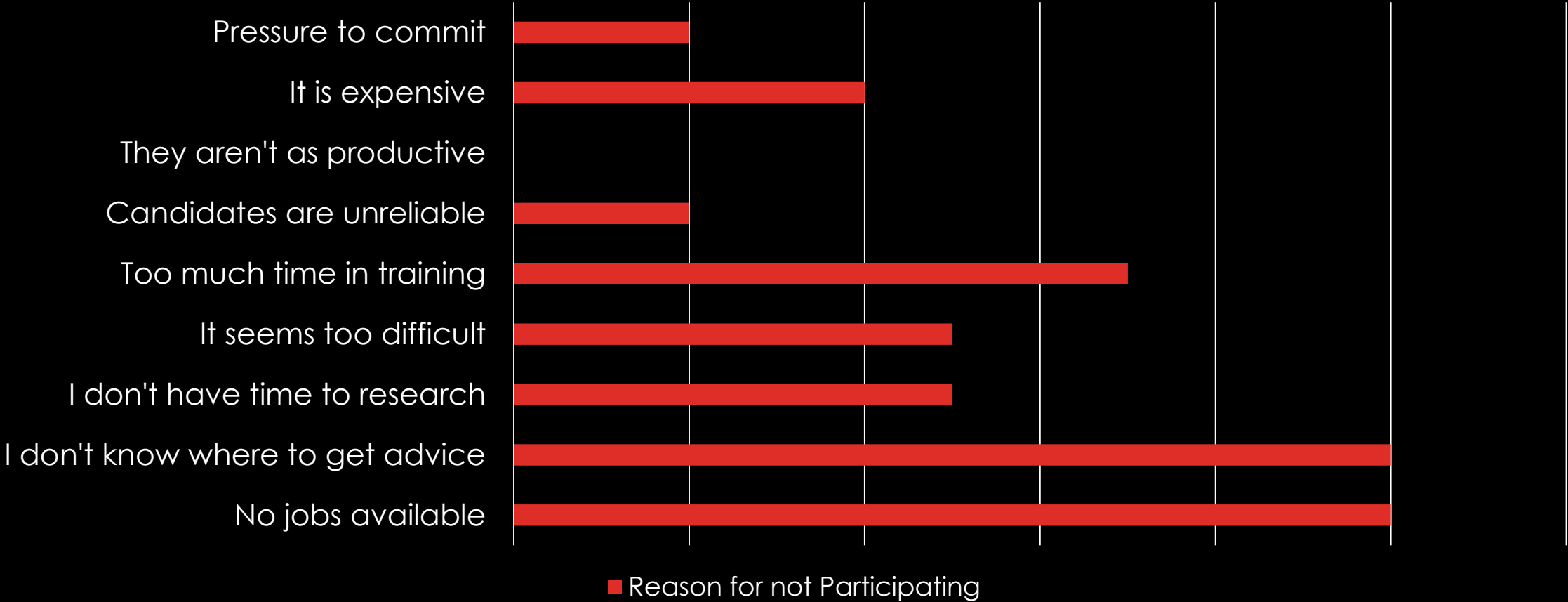
**TEAM
CBC**

WHAT YOU TOLD US

- Employers 'expect'
 - Licensing
 - White card and other qualifications
- Employers don't understand 'difference'
- Hard to get 'over the line'
- Complex issues hard to explain
- Hard to explain rebates etc
- It's all too hard....



WHAT EMPLOYERS TELL US



REALITY CHECK

The Departure
Lounge Story

Steps to the
'sale'

Relationships
vs Objections

EMPLOYERS SHARING STORIES



FROM HERE...

Start the conversations

- Culture is a hard measure
- Diversity and Inclusion = Sustainable, strong, resilient Culture
- It's good for business

Re-frame and Retrain for sustainable employer relationships

Talk to The Difference Collective about your community

THANK YOU

THE **DIFFERENCE**
COLLECTIVE

Culturise