

05

Understanding and implementing digital inclusivity

- 5.1 The best and the worst experience
- 5.2 Understand your people
- 5.3 Measure the sense of inclusivity in a hybrid working environment
- 5.4 Create a scenario for a video

Exercise 5.1

The best and the worst experience

Activity Type: Individual or Group

DESCRIPTION

In this activity the participants are encouraged to:

- explore their own positive and negative working experience since the beginning of the online or hybrid working and pay special attention how a specific experience has influenced their sense of belonging to the team and organisation;
- determine the factors that influenced them the most;
- draw their own conclusions about what Digital (Hybrid) Inclusivity means and why it matters.

LEARNING OUTCOMES

After completing this activity, learners will achieve the following learning outcomes:

- be aware of the variety of factors that influence the sense of belonging in a hybrid environment.
- be able to match feelings and needs (especially those, that are not met).
- (if working in a group) be able to exchange ideas and to enrich their own understanding of the scope of the digital inclusivity.
- be able to understand and define areas for further training and development of people in the organisation.

MATERIALS NEEDED FOR IMPLEMENTATION

- For the offline session: flipchart, markers, sticky notes, white papers, pencils, pens, tape
- For the online session: PROSPER online course, PPT presentation (not included), online meeting platform, microphone and headset, laptop / PC with camera, strong internet connection, collaborative platform like Miro.com.

TIME REQUIRED

40 - 50 min., depending on the number of the participants.

The best and the worst experience

Theoretical background

PROSPER online course, Module 3, Units 1 and 2:

- <https://course.prosper-project.eu/module-3-unit-1-understanding-the-digital-inclusivity/>
- <https://course.prosper-project.eu/module-3-unit-2-measuring-digital-inclusivity/>
- the importance of sense of belonging in the organisation
- the factors that influence the sense of belonging
- the risk of lack or poor sense of belonging
- The SCARF theory of employee engagement, based on the Neuroscience discoveries for people' behaviour
- Some statistics and research, included in the Module 3.
- Some real-life examples or case studies (preferably local and international).

Preparation

This activity can be conducted as an intro to the Module 3 of the learning platform. The trainer should be acquainted with Module 3, Unit 1 and Unit 2.

A helpful addition to the preparation, in order to be able to support the participants in exploring their experience, feelings, needs, and possible actions, would be the Non-violent communication theory and practice of Marshall Rosenberg.

- The Center for Nonviolent Communication - <https://www.cnvc.org/>

Mind mapping method can be used to summarise the results of the discussion:

- How To Make a Mind Map - <https://www.mindmapping.com/>

Introduction

The activity itself is like a warming up for Module 3 of the PROSPER online course - Digital Inclusivity. It is a combination of self-reflection, sharing and discussion.

Activity description

Step 1. Recall memories

The trainer will invite the participants to think about 5 positive and 5 negative experiences during the pandemic, related to their personal sense of belonging to a team or organisation.

At this stage people are working alone, writing down their memories, using sticky notes (if working in presence) or Miro.com platform and its virtual sticky notes.

The questions that can be asked:

- When talking about hybrid work, what comes to your mind first?
- Was it positive or negative for you?
- What made it such / What were the main factors?
- How connected did you feel with your team and organisation on the scale of 0 to 100. Why?
- Add more positive and negative examples that influenced your sense of belonging to the company (or your team) during the pandemic and the hybrid working!
- How did you overcome the negative influence and the lack/loss of sense of belonging? What were your strategies?

Step 2. Share in the group

Invite people to choose the 3 examples that are the most important for them.

The trainer should support the group in finding the key factors and the most effective strategies people share, and write them down (on a flipchart or in an online platform).

The best and the worst experience

Activity description

Step 3. Group and Summarise

Once the trainer has the main factors and strategies, he/she can group them by some attributes like values, goals, etc., representing the business in general.

The trainer can use the mind mapping method, if he/she finds it proper for the needs of the exercise.

Step 4. Self-reflection and Conclusions

The trainer invites the participants to write down some insights, conclusions, ideas, about the meaning and importance of the sense of belonging in the hybrid environment for the team effectiveness, personal well-being, and overall business results.

After sharing the conclusions, participants can be invited to develop their own definition of Digital inclusivity and sense of belonging in a hybrid working environment.

Debriefing

At the end of the activity the trainer should invite the participants to reflect on the experience and to:

- first write down impressions, insights, ideas, new things that have been understood or learnt, etc.
- second, to share with the group.
- third, the trainer can group the statements by similarity and importance. This could be a visual file or flipchart, that can be used further in the training.

Adaptation to online mode

The activity is suitable both for online and offline events. For the online session it would be good to have:

- small groups - between 5 and 8 people, to assure space and time for everybody to participate and share experience and opinion.
- online platform for group work like Miro.com.

- online meeting platforms like Zoom, Google Meet, or other, and an option for longer sessions (not 40 min only).
- Agenda and time slots to be able to keep track of time and results as this activity is only part of a training, not the training itself.
- A short presentation with instructions for each phase, so the participants know the topic they are working on every moment.
- Few physical activities / icebreakers to maintain the focus of the people.

Exercise 5.2

Understand your people

Activity Type: Group/Individual

DESCRIPTION

Based on the Design Thinking method, the participants will be invited to create 3 different personas of their employees and / or managers:

- those that work only from a distance;
- those that work hybrid.

The goal is to explore different aspects of such personas, to understand their problems, needs, possibilities, opportunities, sense of belonging to their team and company. Based on that the participants will be able to generate ideas on how to develop programmes and activities that correspond to the needs of their people towards improving the sense of belonging in the team and in the organization.

LEARNING OUTCOMES

After completing this activity, learners will achieve the following learning outcomes:

- they will understand how to use the Design Thinking model to explore the persona and the needs.
- they will be able to create focused and tailor-made programmes and measures to address their own needs regarding the development and maintaining sense of belonging and digital inclusivity.

MATERIALS NEEDED FOR IMPLEMENTATION

- For the offline session: flipchart, markers, sticky notes, white papers, pencils, pens, tape, Design Thinking persona model - <https://www.designabetterbusiness.tools/tools/persona-canvas>
- For the online session: PROSPER online course, PPT presentation, online meeting platform, microphone and headset, laptop / PC with camera, strong internet connection, collaborative platform like Miro.com, Design Thinking persona model.

TIME REQUIRED

~ 60 to 90 min., depending on the number of the participants.

Understand your people

Theoretical background

PROSPER Online course:

Module 3, Units 1 and 2:

- <https://course.prosper-project.eu/module-3-unit-1-understanding-the-digital-inclusivity/>
- <https://course.prosper-project.eu/module-3-unit-2-measuring-digital-inclusivity/>
- the importance of sense of belonging in the organisation
- the factors that influence the sense of belonging
- the risk of lack or poor sense of belonging
- The SCARF theory of employee engagement, based on the Neuroscience discoveries for people' behaviour
- Some statistics and research, included in the Module 3.
- Some real-life examples or case studies (preferably local and international).

Module 3, Unit 3:

- <https://course.prosper-project.eu/module-3-unit-3-developing-a-sense-of-belonging-in-the-hybrid-workplace/>
- Implementing the sense of belonging within the employee experience
- Multicultural aspect and digital inclusivity in hybrid reality

Module 3, Unit 4

- <https://course.prosper-project.eu/module-3-unit-4-creative-approaches-for-better-hybrid-inclusivity/>
- Creative methods for approaching problems and new situations - Design Thinking

Additional information can be obtained here:

- Personas – A Simple Introduction, <https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>

Preparation

The trainer should be acquainted with Module 3, Unit 1, 2, 3 and 4 of the PRSOPER online course, as this activity needs the overall understanding of the module.

A helpful addition to the preparation could be additional online tutorials on how to use and apply the Design Thinking method.

Design Thinking Full Course - <https://www.youtube.com/watch?v=4nTh3AP6knM>

Introduction

The activity could be introduced with some successful stories or an inspiring video.

Activity description

Personas are fictional characters. The participants will create it/them by researching the different types of working models and the employees that are involved in them.

The main goal is to recognize that different people have different needs and expectations, thus you need to apply different solutions.

The main question is “What does this persona need to experience and to have, to feel a strong sense of belonging and inclusivity in a distant or in a hybrid working environment?”

Understand your people

Activity description

Step 1: Form groups (if working in groups) or simply let the single participant choose a persona that she/he wants to focus on.

Step 2: Short theoretical introduction on the Design Thinking methodology and how to describe a persona.

Step 3: Working in small groups / or the trainer works closely with the individual participant. Follow the persona canvas and describe all the fields. Make some conclusions and share them.

Step 4: Ideate: try to generate as many different ideas as possible how to address the needs of the persona regarding the improvement of their sense of belonging to the company/team.

Step 5: Share and rank the best ideas that are simple and easy to be implemented.

Step 6: Comment how particularly each of the participants would be involved in the implementation of some of them.

Debriefing

At the end of the activity the trainer should invite the participants to reflect on the experience and to:

- first write down impressions, insights, ideas, new things that have been understood or learnt, etc.
- second, to share with the group.
- third, the trainer can group the statements by similarity and importance. This could be a visual file or flipchart, that can be used further in the training.

Adaptation to online mode

The activity is suitable both for online and offline events. For the online session it would be good to have:

- small groups - between 5 and 8 people, to assure space and time for everybody to participate and share experience and opinion.

- an online platform for group work like Miro.com.
- online meeting platforms like Zoom, Google Meets, or other, and an option for longer sessions (not 40 min only).
- Agenda and time slots to be able to keep track of time and results as this activity is only part of a training, not the training itself.
- A short presentation with instructions for each phase, so the participants know the topic they are working on every moment.
- Few physical activities / icebreakers to maintain the focus of the people.
- The Persona canvas of the Design Thinking method as a separate file which can be sent to the small groups for further description of the persona chosen.

Exercise 5.3

Measure the sense of inclusivity in a hybrid working environment

Activity Type:
Group/Individual

DESCRIPTION

The activity aims at developing a better understanding of how to create a questionnaire to measure the sense of inclusivity and belonging in a hybrid working environment, by going through a selection of the main factors and based on true stories.

LEARNING OUTCOMES

After completing this activity, learners will achieve the following learning outcomes:

- get a better understanding how to choose what factors to include and measure.
- how to test and improve them.
- how to apply them by developing a communication strategy.

MATERIALS NEEDED FOR IMPLEMENTATION

- For the offline session: flipchart, markers, sticky notes, white papers, pencils, pens, tape, PROSPER online course
- For the online session: PPT presentation (not included), online meeting platform, microphone and headset, laptop / PC with camera, strong internet connection, collaborative platform like Miro.com, Design Thinking persona model.

TIME REQUIRED

~ 60 - 80 min., depending on the number of the participants.

Measure the sense of inclusivity in a hybrid working environment

Theoretical background

Module 3, Unit 2 of the PROSPER online course:

- <https://course.prosper-project.eu/module-3-unit-2-measuring-digital-inclusivity/>
- the factors that influence the sense of belonging;
- the risk of lack or poor sense of belonging;
- the SCARF theory of employee engagement, based on the Neuroscience discoveries for people's behaviour;
- Employee Experience (EX) in the Hybrid Workplace
- Some statistics and research, included in the Module 3.
- Some real-life examples or case studies (preferably local and international).
- Before You Start Measuring the Digital Inclusivity / Sense of Belonging.
- Measuring the Digital Inclusivity / Sense of Belonging
- How-to Methods & Tools for Online Surveys.

Preparation

The trainer should be acquainted with Module 3, Unit 1, 2, 3 and 4 of the PROSPER online course, as this exercise needs the overall understanding of the module.

Introduction

The activity could be introduced with a brainstorming on what are the most important factors for the participants to feel a strong sense of belonging and to collect positive stories. Preferably, the trainer can guide the participants to examine the 3 pillars of the hybrid inclusivity - technical connectivity, feeling of being part of the team/the company, the skill set needed for the managers and the employees. Or to let the participants focus on the most important topics for them.

Activity description

Theoretical intro about how to measure the sense of belonging and inclusivity in a hybrid working environment.

Step 1: Brainstorming on the main factors for the participants to feel included and proud of being part of their teams / company. You may ask participants to draw a symbol for each one of them and to collect them virtually or on a flipchart.

Step 2: Divide participants in groups. Each group has to choose at least one of the factors to form a questionnaire.

Step 3: Let the groups compose a questionnaire and a key to it.

Step 4: Exchange the questionnaires between the groups and let them test and give feedback.

Step 5: If needed - let the groups make some corrections.

Step 6: Each group will create their own communication strategy to present and engage their employees in the process.

Step 7: Comment on the results.

Debriefing

At the end of the activity the trainer should invite the participants to reflect on the experience and to:

- first write down impressions, insights, ideas, new things that have been understood or learnt, etc.
- second, to share with the group.
- third, the trainer can group the statements by similarity and importance. This could be a visual file or flipchart, that can be used further in the training.

Adaptation to online model

The activity is suitable both for online and offline events. For the online session it would be good to have:

- small groups - between 5 and 8 people, to assure space and time for everybody to participate and share experience and opinion.
- An online platform for group work like Miro.com.
- online meeting platforms like Zoom, Google Meet, or other, and an option for longer sessions (not 40 min only).
- Agenda and time slots to be able to keep track of time and results as this activity is only part of a training, not the training itself.
- A short presentation with instructions for each phase, so the participants know the topic they are working on every moment.
- Few physical activities / icebreakers to maintain the focus of the people.
- Some templates of questionnaires.
- If possible - try mentimeter.com

Exercise 5.4

Create a scenario for a video

Activity Type: Group/Individual

DESCRIPTION

Based on the Module 3 of the PROSPER online course, and preferably on the other activities (1, 2 and 3), the participants will be invited to create a scenario for a video that will promote the hybrid inclusivity in the company and will serve as a tool for improving the employer brand - internally and externally.

In the best case the video scenario will be based on the stories shared (good examples and negative ones), conclusions, Persona canvas from the Design Thinking method, and others. During the exercise some creative methods and techniques can be used to generate more and better ideas (if working in a group).

LEARNING OUTCOMES

After completing this activity, learners will achieve the following learning outcomes:

- be able to apply different creative approaches to find a solution to improve the employer brand.
- be able to write a video scenario for future needs.

MATERIALS NEEDED FOR IMPLEMENTATION

- For the offline session: flipchart, markers, sticky notes, white papers, pencils, pens, tape
- For the online session: PROSPER online course, PPT presentation (not included), online meeting platform, microphone and headset, laptop / PC with camera, strong internet connection, collaborative platform like Miro.com

TIME REQUIRED

~ 60 - 80 min., depending on the number of the participants.

Create a scenario for a video

Theoretical background

Module 3, Unit 4 of the PROSPER online course:

- <https://course.prosper-project.eu/module-3-unit-4-creative-approaches-for-better-hybrid-inclusivity/>
- Running creative sessions in hybrid environment
- Brainstorming techniques for better hybrid experience

Additional information of how to write impressive scenarios can be found here:

- How to Write a Video Script [Template + Video], <https://blog.hubspot.com/marketing/how-to-write-a-video-script-ht>

Preparation

The trainer should be acquainted with Module 3, Unit 4 of the PROSPER online course. Also, it would be of good help if they have collected successful or meaningful stories (story telling) during the interactions with their audience.

Introduction

The activity could be introduced with an inspiring video on the subject of hybrid / digital inclusivity. You can use the one from the Module 3, Unit 2 of the PROSPER online course - Inclusion Starts With I, by Accenture, <https://www.youtube.com/watch?v=2g88Ju6nkcg>

Or find a similar or other appropriate video to open the discussion about the importance of showing and using videos in your efforts to create a strong feeling of belonging and inclusivity in your company.

Activity description

Step 1: Ice-breaker with the video + discussion about the strongest moment in the video and the messages in it.

Step 2: Divide participants in pairs/groups. Each group has to select up to 3 factors that would like to focus on in their video. These factors should be meaningful and

important for the participants at the moment.

Step 3: Let the groups compose a scenario for a video no longer than 2 minutes (or less).

Step 4: If possible, ask participants to play it. You may need some extra materials if the training is in person. If online - ask the groups to show different images to make a short presentation of their scenario.

Step 5: Present and share impressions.

Debriefing

At the end of the activity the trainer should invite the participants to reflect on the experience and to:

- first write down impressions, insights, ideas, new things that have been understood or learnt, etc.
- second, to share with the group.
- third, the trainer can group the statements by similarity and importance. This could be a visual file or flipchart, that can be used further in the training.
- draw more ideas for new videos.

Adaptation to online model

The activity is suitable both for online and offline events. For the online session it would be good to have:

- small groups - between 5 and 8 people, to assure space and time for everybody to participate and share experience and opinion.
- an online platform for group work like Miro.com.
- online meeting platforms like Zoom, Google Meets, or other, and an option for longer sessions (not 40 min only).
- Agenda and time slots to be able to keep track of time and results as this activity is only part of a training, not the training itself.
- A short presentation with instructions for each phase, so the participants know the topic they are working on every moment.