

# THE **INS** GROUP PLAYBOOK



GOAL: Practice equitable hiring to build a diverse and inclusive team.

## A Message from Our Head Coach

Here at The INS Group, we work hard to embrace diversity within our team. With only [7.6% of consultants in the U.S. being Black or African American](#), I know personally how important it is to see organizations embrace diversity and inclusion on all levels. I'm proud to say that the age, race, ethnicity, and gender diversity of our staff brings a level of new ideas and innovation that wouldn't exist otherwise.

*"Inclusivity means not 'just we're allowed to be there,' but we are valued. I've always said: smart teams will do amazing things, but truly diverse teams will do impossible things."*

- Claudia Brind-Woody, IBM Executive

While many organizations believe in the importance of diversity and inclusion in the workplace, it can be challenging to implement equitable hiring practices that lead to diverse hires and a more inclusive workplace. We are excited to share ideas, research, and action items to help your organization address these challenges in our latest Playbook Issue.

Dive in with our article exploring the importance of workforce diversity, the impact of unconscious bias, and how you can take steps to make your hiring process more equitable. Then check out our Take Five activity, which encourages you to reflect on your own implicit biases and how to counter-act them to

reduce negative impacts. We also share research that shows how nonprofits think their organization is doing to promote diversity, equity, and inclusion in the workplace.

Our client feature highlights our work with Girls on the Run Triangle to develop and execute a hiring process for a new Executive Director and develop a succession plan. I enjoyed working with the Girls on the Run Triangle team to create a fully tailored approach structured around inclusivity and the timing of their programming cycle. I hope their story inspires your organization to evaluate the intentionality of your hiring practices and prepare a succession plan for future staff changes.

I encourage you to embrace diversity and inclusion in your workplace and beyond. Please get in touch with us for a complimentary consultation to learn how we can help evaluate and support your organization's equitable hiring practices.

**Ruth Peebles, MPA**  
President & Founder



## Hiring for Diversity: How to Drive Inclusion in the Nonprofit Workforce

According to the National Council of Nonprofits, over 1.3 million nonprofits in the United States alone are working to "foster civic engagement and leadership, drive economic growth, and strengthen the fabric of our communities." Still, nonprofits struggle with workforce diversification among staff and board members. Challenges in building a diverse workforce are not unique to nonprofits, but nonprofits are uniquely situated to address the challenge due to their purpose to serve. In this article, we'll explore the importance of diversity in a workforce, the impacts of unconscious bias, and how nonprofits can take action to ensure their staff and board genuinely represent their values and the communities they serve.

[Read More](#)



## The Stats Are In...

The [Fourth Edition of the Sales Force Nonprofit Trends Report](#) found only **38%** of executives felt their boards **represented the communities they serve**, and **66%** expressed **dissatisfaction with** their boards' racial and ethnic diversity.

However, the report also found that **49%** of nonprofits said their organization has **changed** its approach to **DEI in the past 12 months** and **85%** said they **met or exceeded their goals** in this area.

What's changed? Some of these changes to approach include **37%** of nonprofits actively **increasing board diversity**, **43%** **increasing organization/leadership diversity**, and **35%** **increasing their staff diversity**.



## Take 5

Take a timeout to reflect inward on your own implicit and unconscious bias. Not sure where to start? Check out [this article](#) by Idealist to learn more about different types of bias, where they come from, and how you can address them.

Then, follow up your reflection with a review of, "[Avoiding Unconscious Confirmation Bias In The Nonprofit Workplace](#)" from Bloomerang to explore why unconscious bias in the nonprofit workplace matters. Plus, learn how to counter-measure these biases to reduce negative impacts and make your workplace more diverse, equitable, and inclusive.



### Nonprofit Services

Learn more about The INS Group's customized consulting services for nonprofits.



### INS Blog

We are excited to share our expertise through our blog. Read now for insights and solutions to achieve your goals.



### Contact Us

Please reach out for a free consultation to learn how our custom solutions fit your needs.

## An Intentional Approach to Equitable Hiring and Succession Planning

In 1996, [Girls on the Run \(GOTR\)](#) was established in Charlotte, North Carolina, to provide a way to combine physical activity with life skills learning in young girls. Starting with only 13 girls, the program saw continued growth, leading to GOTR International's established 501(C)(3) organization in 2000. Now, the program has a wide-reaching impact. According to their website, "with the help of over 100,000 volunteers, 200 local councils serve more than 200,000 girls annually in all 50 states and the District of Columbia. GOTR hosts more than 350 end-of-season 5K events across the United States, making the GOTR 5K series the largest in the country."

Founded in 2000, [GOTR Triangle](#), a council of GOTR International, has also had a significant impact on its local community. GOTR Triangle has served nearly 21,000 girls and has almost 2,800 volunteers for Durham, Wake, Orange, Chatham, and Johnston Counties in North Carolina.

Anchored in physical activity-based positive youth development (PA-PYD), the GOTR Triangle program is focused on providing girls in 3rd to 8th grade the critical social, emotional, and physical skills needed to navigate life's experiences and situations, such as managing emotions and resolving conflict. GOTR Triangle's program also reaches girls at a developmental time in their life when they need guidance and encouragement most, giving them the tools required to succeed and be confident in who they are, contrary to societal pressures and gender stereotypes.

Last year, GOTR Triangle worked with The INS Group to assist with the hiring of a new Executive Director (ED). This hiring was an immediate need, but the organization recognized they did not have the capacity to do this independently.

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