



Inspirus Consulting, Inc.



## (IKEA) Case Study

### Topic: (Diversity Advisory Council & Employee Resource Group Launch)

#### Opportunity

IKEA is a Swedish multinational conglomerate founded in 1943 based in the Netherlands. The company designs/sells ready-to-use furniture, appliances, and home accessories. Their 231,000 employees are the largest users of wood in the world making 12,000 products sold in 460 stores across 62 countries (2023). They ranked 80<sup>th</sup> on Fortunes 200 best companies to work for (2006 & 2008). The goal of the engagement was in support of solidifying the Diversity business case across the organization by designing training for (140) Employee Resource Group (ERG) Ambassadors and Market leaders. We collaborated with our partners from the National Diversity Council (NDC) to deliver the following outcomes.

#### Approach

After conducting our initial discovery conversations our team designed the below roadmap in support of their overall aspirations.

- **Conducted Data Collection:** Included HR data, leader interviews, & surveys
- **Designed Custom Experiential Workshop:** design, facilitation, and evaluation
- **Shared Key Workshop Topics** (ERG Best Practices, DEI Business Case, ERG Case Simulations, DEI Introduction, Team Development, & Change/Transformation)
- **Team Action Planning:** We developed next step action plans post workshop

#### Result

We received feedback indicating 96% overall satisfaction from participants with the objectives and outcomes from the workshop and action plans. The national ERG launch initiative was a success. Market leaders and ERG Ambassadors stayed connected and focused as they continued to lead DEI efforts in their local markets.

#### Insight

One of the most significant insights for the client organization was exposure to the "Use of Self" topic. They realized their DEI work was more than a cognitive exercise of learning new DEI related terms and models. They became more intentional about effectively using themselves as the instrument of change in their DEI work (at the intrapersonal level). One of our key insights was being flexible in the moment with a variety of learning styles. The best made plans must sometimes be adjusted to effectively meet the client where they are.