

MANAGE

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**DIVERSITY
AND INCLUSION**
Edition



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Innovations International, Inc.



*The annual listing of 20 companies
that are at the forefront of tackling
customer challenges*

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Innovations International, Inc.

Providing a Holistic Approach to DEI Initiatives

Since its inception in 1983, Innovations International, Inc. has been known for its outstanding work in personal and organizational transformation. The company is a strong advocate of diversity and inclusion as essential organizational initiatives for exceptional performance. They believe that both require organizational transformation—in addition to change—for inclusion to become an embedded part of an organization’s culture. In essence, transformation is the process of creating fundamental, irreversible invalidation of underlying beliefs and attitudes, relating to human equality, that maintain discrimination and systemic exclusion.

Such beliefs and attitudes are often referred to as “unconscious biases” and practices of discrimination as micro-aggressions. The essential realization is that both require cognitive transformation and behavioral modification to create permanent change. Most diversity and inclusion offerings today rely almost totally on behavioral and organizational change while ignoring cultural transformation, which is why diversity has not been achieved in a majority of organizations, even after 35 years. And that’s where Innovations International can help.

Following is the conversation that Manage HR magazine had with Dr. Bill Guillory, the President and CEO, Innovations International and Mr. Jeffon Seely, Innovations Lead Facilitator at Innovations International, Inc.



Mr. Jeffon Seely

What are the pain points (challenges) that your clients face?

Organizational pain points resulting from a lack of commitment to diversity and inclusion are difficulty in recruiting a desired diverse, multicultural workforce and retaining such high-performing individuals who are presently employed. In addition, the lack of a conclusive resolution of fundamental prejudices and discrimination sourced from diversity differences and the resistance to creating inclusion with the same commitment as Quality and Safety initiatives. Needless to say, even progressive organizations today struggle to provide a holistic approach for the health, safety, and well-being of employees, working compatibly across generations, and working with high efficiency in a virtual world—home, office, and hybrid.

How are you facilitating online and person-to-person learning experiences and processes that result in individual and organizational transformation?

The key to creating transformation is to use differences to generate engaging “creative tension” processes which result in a more open, expanded, and inclusive mind-set. For example, in a case study exercise where significantly greater responsibility, beyond fairness, is a necessity for success, the tension created is between two differing points of view: “Am I willing to expand my mind-set of responsibility to be successful or be limited by a self-imposed necessity for fairness?”

The individual who releases the necessity for fairness in order to succeed, experiences personal transformation. The result of transformation is to reframe unfairness as simply a different approach to personal resolution and success. Organizational transformation occurs when a critical mass of employees decides, irreversibly, that their health, safety, and well-being is more important than job security. As a result, an organization responds with new policies that address the issues involved as an embedded part of the culture moving into the future.

As Humanis HR, our European partner in Athens, Greece boldly states, “We are game changers. We are trend setters. We are committed to continuously disrupting the rules of the game. We bring to the table something new, something different from what you have already tried. We use progressive, cutting-edge methods and tools to achieve personal and business transformation.”

Please shed light on how you are assisting the world population in readapting to the workplace in the wake of the recent COVID-19 pandemic.

We have devised a combined approach to adaptation in response to the impact of COVID-19. This approach is an integration of our new Engagement in a Virtual World and Framework of Resiliency programs. The latter of the two is geared towards achieving greater mental, emotional, and physical resiliency as well as prevention and adaptation to stressful situations. Through this program, we have created a new paradigm for cultural transformation of the world population such that they can transform from a mind-set of fear and

survival to one of empathy, compassion, and the compatible resolution of differences, as a way of life. The recent exodus of employees from secure jobs triggered a new context of caring. This new context has resulted in major changes in terms of greater employee safety, security, and caring.

Could you illustrate a customer success story?

Several years ago, a division of the Toyota Corporation and a large Federal organization comprehensively instituted our Small Acts of Inclusion program. The program is designed to achieve inclusion by creating an organization-wide network of inclusive relationships using viral dissemination.

Inclusive relationships have three characteristics:

- 1) **Acceptance** of differences in others;
- 2) **Trust** that others you work with will meet and/or exceed professional expectations;
- 3) **Mutual support** for each other's success.

The President/CEO of both of these organizations won a national award for Company of the Year. There are many other companies, over our 38 years, instituting our programs of individual and organizational transformation that have made similar quantum leaps in employee satisfaction, exceptional performance, and customer service.

Tell us about the culture at Innovations International.

In terms of our marketing, sales, and facilitative presentations, we are the culture; the two are inseparable. That is, we practice what we preach. The values and implementation guidelines are ways we operate in terms of continuous learning, instituting unspoken principles, such as 100 percent responsibility and 100 percent accountability, zero-defect quality, and the creation and practice of the next paradigms of business functioning and human evolution. An example of expanded cognitive and behavioral skills is our openness to new, apparently challenging ideas about intellectual ownership. They involve the open sharing of new cutting-edge programs and ways of implementation,

which require the inner exploration of one's creative consciousness.

Both exploration and implementation require a transformation in mind-set as well as more demanding implementation principles, respectively, such as employing the principles in the previous paragraph to achieve exceptional performance. Our more progressive clients are naturally curious about our practices and develop an interest in learning them. They are quite surprised when we suggest the key is simply to become "astronauts of inner space!" with the same investment and commitment as we do to master the challenges of outer space.

How do you make sure that your offerings help organizations understand real-world requirements and fulfill them?

This question is critical to fulfill our obligation to customers and clients. It requires us take as much time as is necessary



William Guillory,
President/CEO

“The key to creating transformation is to use differences to generate engaging “creative tension” processes which result in a more open, expanded, and inclusive mindset

to help them clearly define, “What is wanted and needed by their customers and/or clients?” “How would they measure the objectives of achievement?” “What out-of-context thinking and methods are required for synergy, synchronicity, and quantum thinking using ‘creative tension?’” Our focus and intention, by design, is to explore, with them, the factors which are unreasonable to present conventions. For example, we often substitute collaboration for competition as a way of creating “inclusive teams,” which are inseparable from customer teams. The objective of every project is to, first, achieve the business objectives and, secondly, become mindful of new cognitive and performance skills we learned. For example, at the beginning of a team project we brainstorm the meaning of cohesiveness, in practice--working with others as an independent, united, whole of One.

Can you provide us a sneak-peek as to what lies ahead for your firm?

We just posted on LinkedIn, for all to examine and adopt what we believe is the next organizational and global societal paradigm, not only for diversity and inclusion but also for compatible human functioning: Compatibility. Compatibility is a workplace environment wherein differences are viewed as the source of creative tension (rather than conflict, competition, and exclusion) that produces synergism, synchronicity, and quantum-thinking, as well as understanding, empathy, and compassion among human beings.

It is based upon the foundation of human equality in terms of an individual's personhood and simultaneously acknowledges that we are all different in terms of interests, skills, and abilities to express those similarities and differences. These similarities and differences, however, do not create inherently superior or inferior persons by sex, race, ethnicity, background, or any physically distinguishing characteristics. We suggest that this paradigm is essential for the continued existence of the human species on the planet. **HR**