



CAFFÈ NERO CAREERS

A PLACE FOR ME

Purposeful Leadership: Creating a
Sense of Belonging

Shereen Daniels ~ Head of HR

How do you develop a true sense of belonging?

“To properly develop a true sense of belonging, the strategy is both simple and complex.

The first step is to **measure**, through a **questionnaire**, the sense of ownership and management factors responsible for one’s development, to **identify and correct the problematic factors**, by determining what behaviours are to be removed and which ones are to be praised to **secure the results** from the **organisational diagnosis**.”



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Your very first time...

Can you remember the first time you felt a sense of belonging at work?



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Fitting in vs belonging

Belonging is being somewhere where you want to be, and they want you.

Fitting in is being somewhere where you really want to be, but they don't care one way or the other.

Belonging is being accepted for you.

Fitting in is being accepted for being like everyone else.

I get to be me if I belong. I have to be like you to *fit in*.



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Belonging is inclusion

- ❑ Diversity is the hot topic of the moment
- ❑ Talent/resourcing teams are tasked with finding diverse talent – told to scour the earth to find people that are ‘different’
- ❑ Diversity means nothing if our culture doesn’t make people feel welcome when they get here.



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Leadership and belonging

Do your team know...

- Your values and how that shows up at work?
- Your expectations of them?
- That they have your unwavering support – even when it means causing difficulty for you?
- And trust that you will do what you say you're going to do?
- That you are generally interested in them as people – inside and outside of work?



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The 3 things that matter most

- 1) Appreciate and celebrate the diversity of your team – treat your people as individuals.
- 2) Accept people for who they are and where they are, but refuse to let them stay there.
- 3) Stand for something as a leader and be prepared to publicly defend your position.



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Have we forgotten...

What it feels like to belong?



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Thank you for listening



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