

# BUILD SAFE & INCLUSIVE WORKING CULTURES

## PERCEPTION GAP ANALYSIS - BASING INCLUSION INITIATIVES ON DATA

LIVING INSTITUTE   
center of applied diversity intelligence

## PERCEPTION GAP ANALYSIS

### THE 3 ELEMENTS:

1. Online questionnaire
2. Focus groups
3. Analysis & Report

### FORMAT:

All 3 elements can be executed digitally and online

### TIME HORIZON:

6 to 8 weeks for the baseline survey – shorter for follow-up surveys

GET AN ACCURATE PICTURE OF WHY SOME OF YOUR ORGANIZATION'S EMPLOYEES FEEL THEY ARE A PART OF THE TEAM - AND OTHERS DO NOT

A Perception Gap Analysis maps the existing culture in the organization and statistically uncovers the perceived levels of equal opportunities, belonging, psychological safety trust and loyalty:

- What hidden 'biases' are prevalent in your organization?
- What invisible cultural barriers are there for some but not for others?
- What hidden mechanisms have prevented you from creating gender balance at the top?
- What prevents you from creating a culture where everyone feels they can openly contribute with both their expertise and creativity?
- What do your current employees say and what do those who have left you say?
- How do you become an attractive workplace for brilliant talents - no matter who they are and what they look like?
- How do you ensure that you are not rejecting talents you wish you could retain or attract?

Knowing the answer to these questions will give you a winning position enabling you to create a healthy and sustainable corporate culture.

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# WHY CHOOSE LIVING INSTITUTE TO PROVIDE YOUR INCLUSION DATA?

In short: to enhance diversity, equity, and inclusion in your organization.  
But let's be more specific.

Here are 5 reasons to choose LIVING INSTITUTE to provide your data on inclusion:



Create an attractive place to work for brilliant talents and great minds, no matter what they look like



Send a clear signal that inclusion is a prerequisite for working and winning - together



Pick and choose the most impactful D&I initiatives based on your own data – and skip the ones with no effect.



An annual Perception Gap Analysis enables you to measure and monitor progress year by year

1. **Trust and honesty:** as a GDPR compliant third-party provider LIVING INSTITUTE guarantees full anonymity. Employees at all levels are more likely to give honest answers when they know their information is handled outside of the organization.
2. **Proxies:** A lot of companies measure inclusion by adding 1-3 questions in the annual Engagement survey. But how do you know that these questions actually measure inclusion? This is the issue with so-called 'proxies.' LIVING INSTITUTE provide tried and tested questionnaire with effective proxies to ensure that we measure all aspects of inclusion.
3. **Statistically validated results:** How do you distinguish real effects from coincidental findings in your inclusion survey? LIVING INSTITUTE has partnered with the Department of Applied Mathematics & Computer Science at DTU to develop a statistically valid methodology to separate the data noise from the data relevance.
4. **In-depth understanding:** The expert anthropologists and psychologists at LIVING INSTITUTE not only provide statistically relevant results, but we also pair those results with qualitative insights from the people in your organization. This ensures that we can tailor recommended D&I initiatives that are guaranteed to create measurable results.
5. **Trusted providers:** LIVING INSTITUTE has successfully delivered Perception Gap Analyses for global organizations which has helped them target D&I initiatives and save time and money by getting it right the first time. See a selection of the organizations that have benefitted from our Perception Gap Analysis below.

## RESULT

A Perception Gap Analysis is a strong starting point for your D&I journey: Based on the results from the baseline gap analysis, you can pick and launch the most impactful D&I initiatives based on bullet-proof data from your own organization. The annual survey allows you to monitor and measure progress while adjusting initiatives and solutions until you have reached your goals.

## WHAT DOES A GAP ANALYSIS LOOK LIKE?

The inclusion survey consists of 3 elements:

1. An online questionnaire, sent out to all employees in the organization
2. Focus groups for a deeper examination of specifically identified conditions
3. A report with trends and results from the survey

## WHO ELSE HAS CHOSEN TO FIELD AN INCLUSION SURVEY?

The Danish Sports Confederation (DIF) 2018, The Danish financial sector (2019), Ørsted 2020, Radiometer 2021, Simula 2021 and many more