



Aviva Respect Diversity Toolkit

Aviva is the world's fifth-largest insurance group and the biggest in the UK. They are one of the leading providers of life and pensions products to Europe and have substantial businesses elsewhere around the world including Asia, America and Australia.

With the increasing globalization of business, differences among the cultures of various nations can complicate interactions among business people from different nations. People of different cultures share basic concepts but view them from different angles and perspectives, leading us to act in ways that we believe are appropriate but that people from other cultures may not be comfortable with or may not understand.

An appreciation of cultural diversity enhances cross cultural sensitivity when working in an international environment and helps managers function in the increasingly global business environment.

Aviva are committed to creating a workplace of respect and inclusion with this in mind we were commissioned to develop a leading edge and innovative e-learning tool that would assist the organisation in raising awareness and competence in diversity and inclusion. This also included how to put their diversity values and principles in to practice in their global workforce and for the benefit of their customers.

The global diversity practice as subject matter experts were commissioned to provide information and develop new models and approaches which would position this tool as an interactive and stimulating resource for the organisation. The Respect at Work e-learning toolkit encourages and promotes a more inclusive workforce and in keeping with the AVIVA principles the toolkit has been developed to ensure that it is transferable and transportable to other countries and nationalities.

This content included:

- ◆ Best practice in out of sector
- ◆ Development of a bespoke micro-inequities model with a focus on micro-advantages which will help employees to be reflective of the impact of their behaviour
- ◆ Cross cultural awareness etiquette and communication socially and at work
- ◆ Bullying and Harassment awareness
- ◆ Diversity awareness sensitivity and skills

Case Studies, quizzes, games, reflective activities and scenarios were used throughout this programme to facilitate employees learning and ability to translate in to every day working practice.

This toolkit will be utilised across the world and is seen as an important part of AVIVA's diversity strategy and will help them to be an industry leader and an inclusive employer. This in turn will provide for the needs and requirements of its diverse customer base.

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