

INCLUSION PLAYBOOKS, TOOLKITS & TRAINING

Each organization is on a unique Diversity, Equity, and Inclusion (DEI) journey that touches both workplace and marketplace initiatives. Ipsos UU can help your organization to be more inclusive and effective while leveraging DEI best practice in research and insights.

Inclusion Playbooks

Inclusion Playbooks are versatile tools that can codify best practices on conducting and analyzing research OR transform disparate data – existing research, stakeholder and expert interviews, Ipsos knowledge, and secondary sources -- into inclusion insights and clear recommendations customized to your business..

IN ACTION: To help a CPG client better serve multicultural consumers, Ipsos cultural curators synthesized client data, Ipsos data, and secondary sources into insights and category recommendations shared with 300+ employees up to the c-suite.









Inclusion Toolkits & Training

Templates, routine ways of working, and undue speed all invite bias into the research process by giving preference to more traditional approaches that often overrepresent majority. Inclusion Toolkits help organizations optimize how they recruit, conduct, and analyze research with people of different races, ethnicities, genders, sexualities, generations, life stages, classes, abilities, etc.

IN ACTION: To help a tech client optimize research across 7 markets, Ipsos qualitative experts curated prior research and DEI best practices to produce valuable inclusive research briefing, design, and delivery tools. Accompanying custom training ensured socialization and adoption.

Why Ipsos UU

At Ipsos UU, **we are dedicated to illuminating the voices of all people.** We believe in realistically reflecting all people in our engagements and we take a more comprehensive approach than competitors. To do this, we leverage our global and cultural expertise, including our Inclusion Council, Centers of Excellence, empathy programs, and diverse and expert talent pool to design, recruit, and authentically connect with consumers, professionals, and stakeholders, to address your business needs.

Competitors	Ipsos UU		
 Race / Ethnicity	 Race / Ethnicity	 Socio - Economics	 Life Stage / Generation
 Gender / Sexuality	 Gender / Sexuality	 Nationality	 Ability

For more information
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GAME CHANGERS

