



Diversity: Inside + Out

Amrit Dhillon, M.A.





Diversity: INSIGHT + OUT

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QUIRK'S
MEDIA



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Human motivations, behaviours and insights
researcher

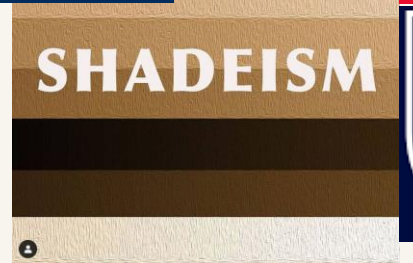


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the
grind





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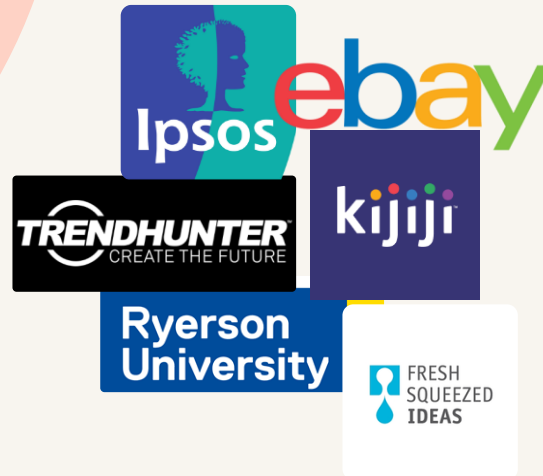
Human motivations, behaviours and insights
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Identify + Locate Internal Bias

- **conscious (explicit)**
- **unconscious (implicit)**



Being Human Centered

- creative problem solving + innovation
- holistic approach
- inspiration from real people
- surprise, delight and deliver benefit to the human behind the user

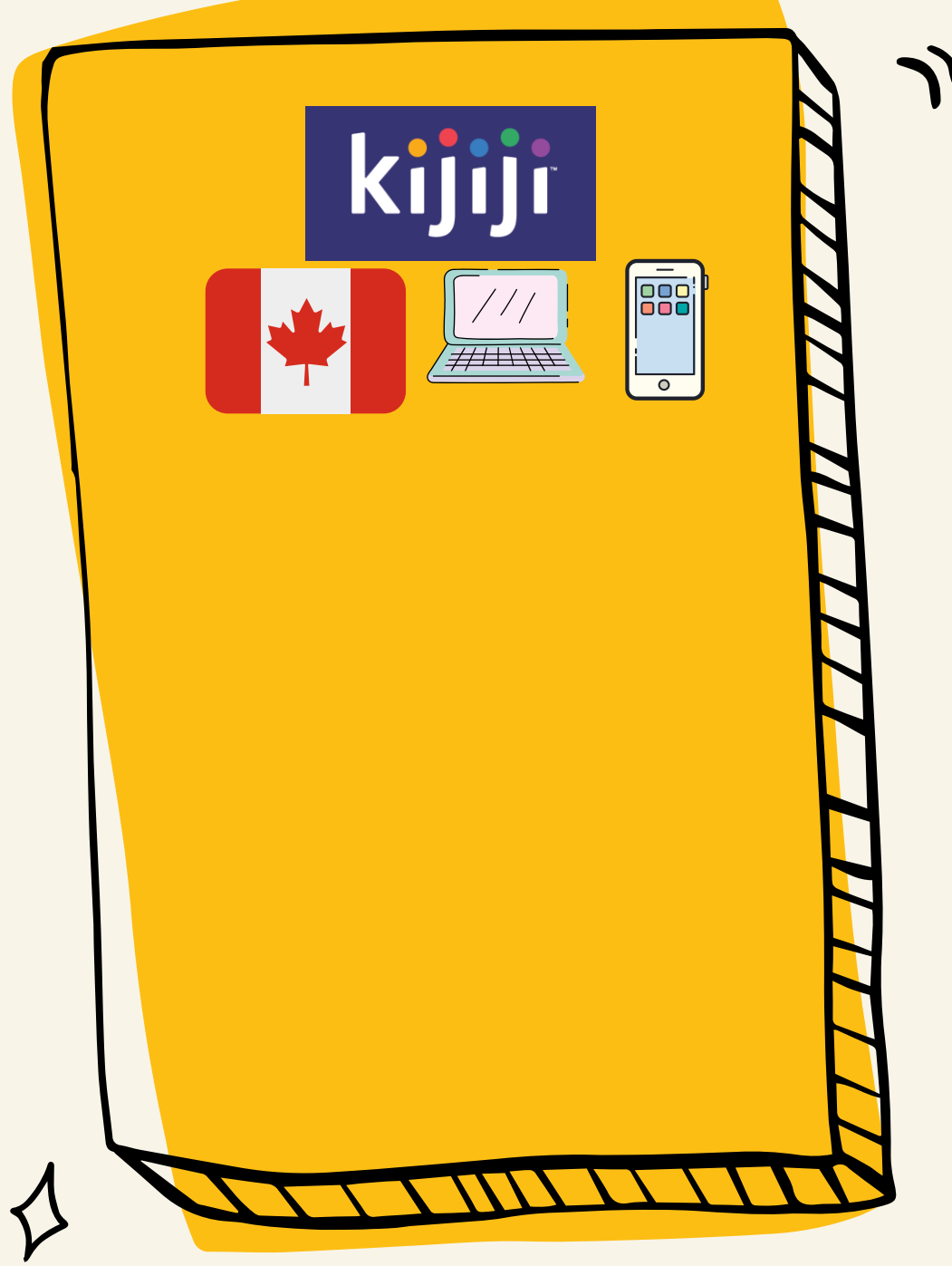


Openness + Fluidity

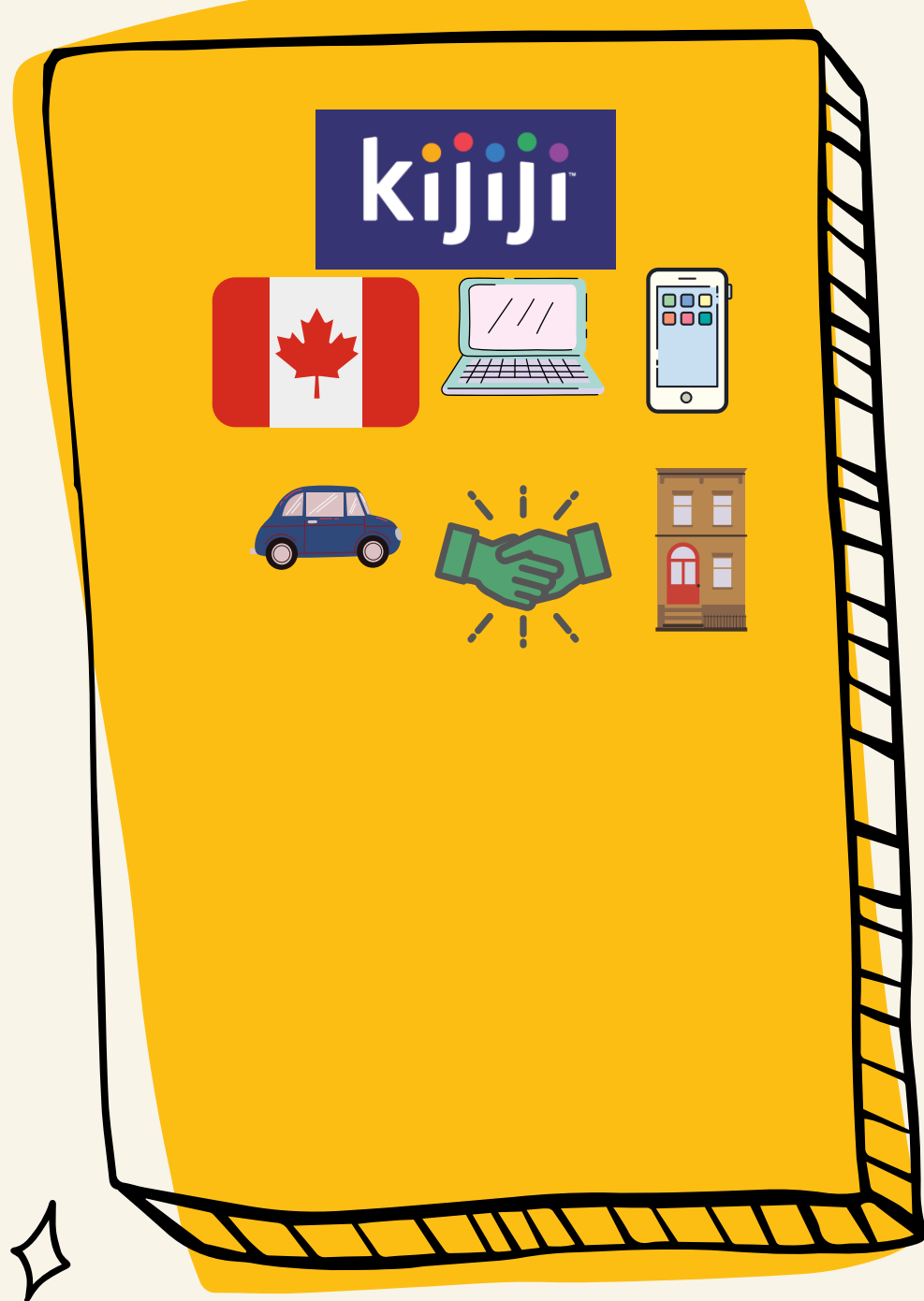
- **champion an ecosystem that supports diversity**
- **thought, race, gender, skin tone, education, sexuality, ability, citizenship status ++**



KIJIVI:
DEI CUSTOMER FACING
AUDIT



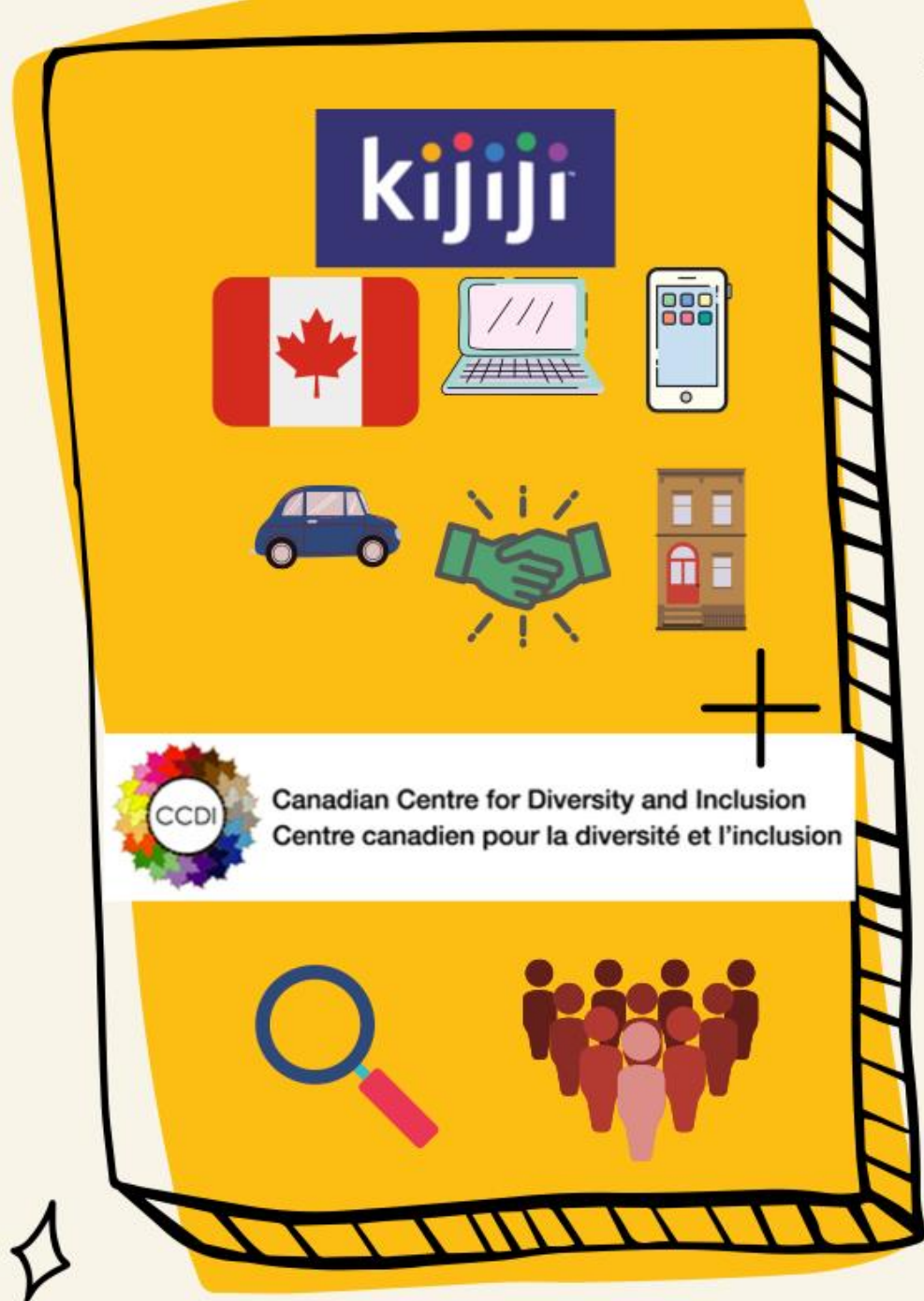
KIJIVI: DEI CUSTOMER FACING AUDIT



KIJIFI: DEI CUSTOMER FACING AUDIT



KIJIFI: DEI CUSTOMER FACING AUDIT



Thank you!
Questions?



Thank you!
Questions?



AMRIT DHILLON



@DHILLONAM



Thank you!
Questions?



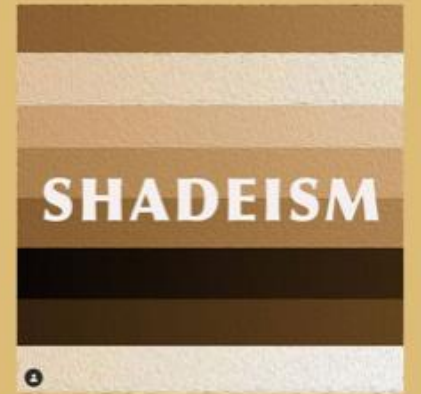
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THE SHADEISM
SERIES



ETHNOGRAPHY &
INSIGHTS

