



LEO-NET

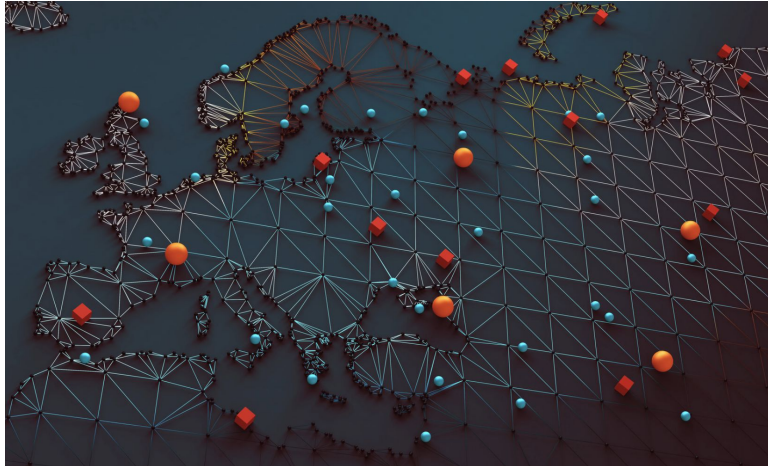
Present trend in companies
regarding inclusion of their staff

- ***Equality - fair treatment of everyone***
- ***Equity - equal possible outcomes***
- ***Diversity - the mix***
- ***Inclusion***

The act of including someone or something as part of a group, list, etc. or a person or thing that is included - Cambridge Dictionary

- ***Corporate Social Responsibility - CSR - voluntary***
- ***Legal requirements - mandatory***

Multinational company



- **Global Standards**
- **Responsible department**
- **Standardized procedures**
- **Planned budgets**
- **Included in branding and marketing**

- **Clear strategy**
- **Regular evaluations**
- **Highly dependent on industry sector**
- **Scalability**
- **Slow process to implement new aspects**





- **Standards may vary**
- **Responsible person**
- **Procedures**
- **Planned budgets**
- **Included in branding and marketing**

- **Clear strategy**
- **Regular evaluations**
- **Highly dependent on industry sector**
- **Agility depending on local management**

Small and Medium sized enterprises

- **Not very much standardized**
- **No full-time positions**
- **Small budgets, flexibility for ad-hoc decisions**



Small and Medium sized enterprises



- **Included in branding and marketing**
- **Highly dependent on industry sector**
- **very agile**

Family run business

- **No standardization**
- **Someone appointed for specific actions**
- **External consultants involved**
- **No budgets, but very agile when financing is needed**
- **Rarely included in branding**



Family run business



- **Strategy gets developed out of demand**
- **Highly dependent on industry sector**
- **Very agile when supported by the owner family**
- **Often related to personal experiences of the owners**

Startups

- **No standardization**
- **linked with the founders**
- **no budget available**
- **Rarely included in branding, unless it's essential for the target group of the startup**
- **High level of creativity**
- **Highly dependent on industry sector**
- **Very agile when supported by the founders**
- **Often related to personal experiences of the founders**



Group Exercise

**Start-
up**

**Global
Enterprise**

**Family
business**

SME