

**RIDLEY**  
CONSULTING GROUP

# THE BENEFITS OF BELONGING

**MGIC National Customer Webinar**

[ridleyconsultants.com](http://ridleyconsultants.com)

# LEARNING TOPICS

**Understand what belonging is and why it matters**

**Gain easy to implement ideas to increase belonging in customer meetings**

**Q&A**

# 3 C's of Belonging



## COMFORT

Employees feel valued, respected, safe and supported being authentic selves.



## CONNECTION

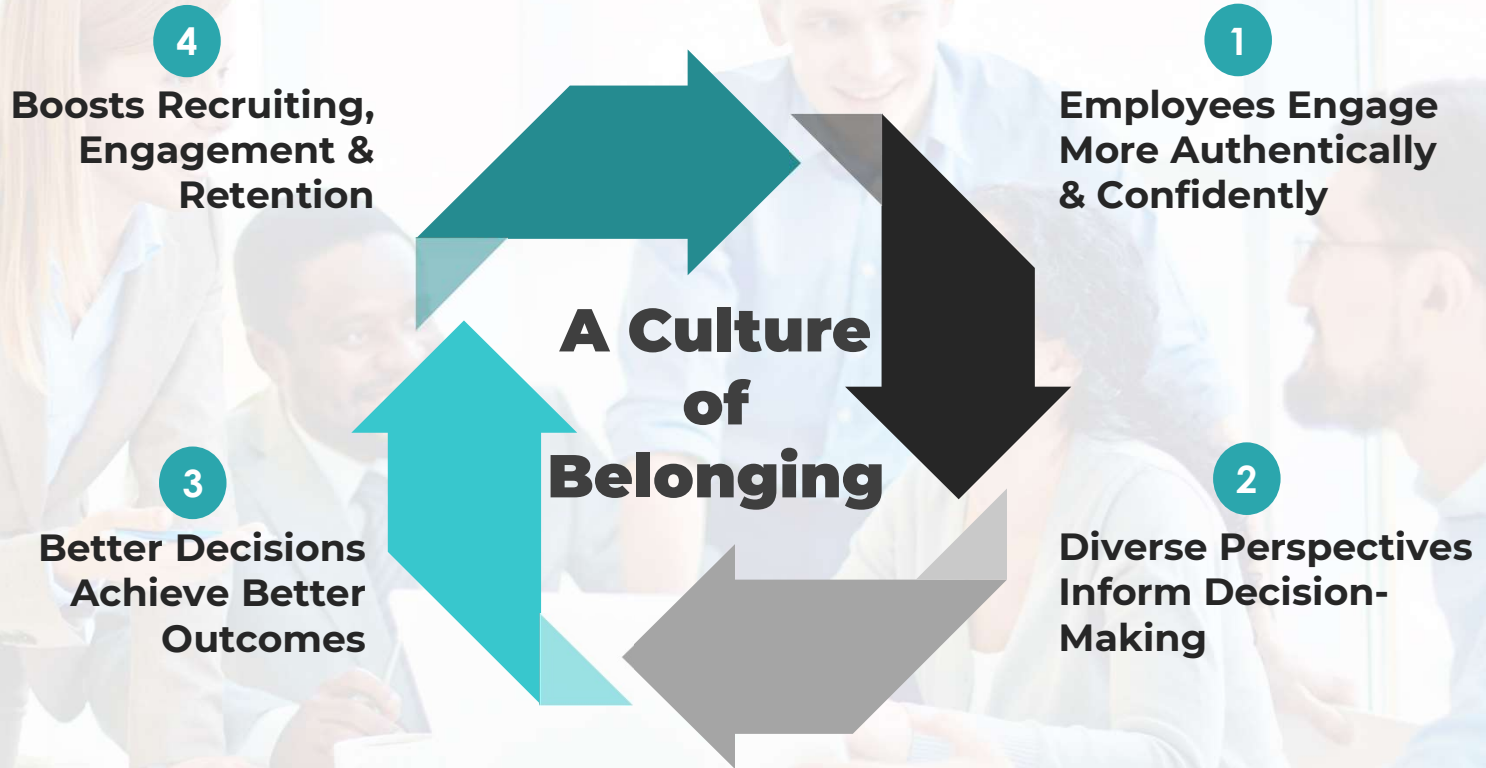
Individuals have a shared sense of purpose and appreciate each other.



## CONTRIBUTION

Diverse ideas and perspectives are welcomed and inform decisions.

# BENEFITS OF BELONGING



# BUSINESS CASE FOR BELONGING



## DECISION - MAKING

- **59%** increase in creativity, innovation and openness.
- **38%** better assessment of consumer interest and demand.



## BUSINESS OUTCOMES

- **58%** more likely to improve company reputations.
- **25%** likelihood of financial performance above national industry medium.



## RECRUITING & RETENTION

- **58%** more likely to attract top talent.
- **20%** more likely to retain talent.

<sup>1</sup> McKinsey, "Why Diversity Matters"

<sup>2</sup> Why Diversity and Inclusion Matter, Catalyst Research June 2020

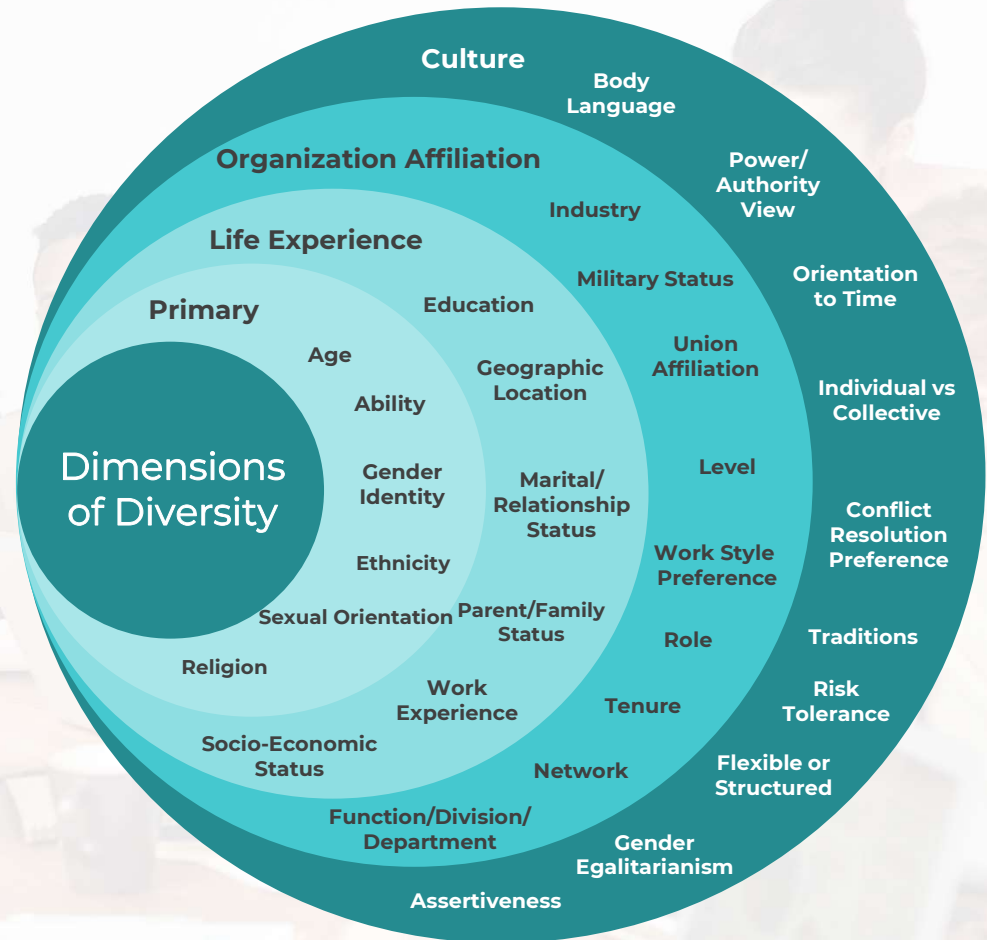
## Share in Chat

When do you feel  
the greatest sense  
of belonging?



# DIVERSITY

The mix of differences that make a difference in interactions with others.



# Inclusion

Getting the mix to work well together when differences are valued and appreciated.



## TOLERATE

You allow the existence of others without interference.



## ACCEPT

You believe the existence of others is correct for them.



## RESPECT

You admire the existence of others and seek to learn more.

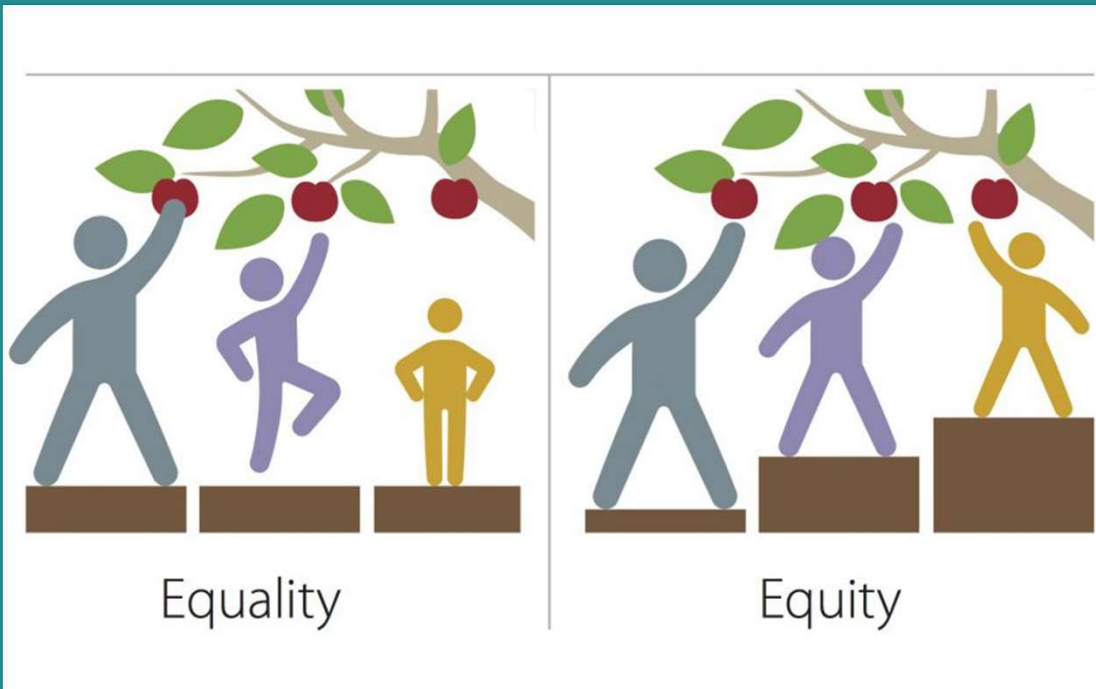


## APPRECIATE

You recognize the full worth of the existence of others and actively seek out and include that which is different than you.

Source:  
 The Minimalists Visual created  
 by: Green Table Consulting





## EQUITY

Getting each individual what they need to succeed based on where they are and the journey ahead.

# PLATINUM RULE

**Dimensions of Diversity**

- Culture**: Body Language, Power/ Authority View
- Organization Affiliation**: Industry, Military Status, Orientation to Time
- Life Experience**: Education, Union Affiliation, Individual vs Collective
- Primary**: Age, Ability, Geographic Location, Marital/ Relationship Status, Level, Conflict Resolution Preference, Ethnicity, Parent/Family Status, Work Style Preference, Role, Traditions, Religion, Work Experience, Tenure, Risk Tolerance, Socio-Economic Status, Network, Flexible or Structured, Function/Division/ Department, Gender Egalitarianism, Assertiveness

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**RESPECT**

You admire the existence of others and seek to learn more.

**APPRECIATE**

You recognize the full worth of the existence of others and actively seek out and include that which is different than you.

**Equality**

**Equity**

## DEI BENEFITS FOR MORTGAGE INDUSTRY

- **Strengthen customer service and reputation:** Foster trust and positive relationships with customers and communities to contribute to a positive reputation for companies and the industry.
- **Innovation and business development:** Develop new loan products, improve risk assessment models, and better tailor services to broad and diverse markets.
- **Equal access to financial opportunities:** Minimize disparities and foster fair and equitable access to mortgage financing regardless of race, ethnicity, gender, age, etc.

# IDEAS TO BOOST BELONGING



## COMFORT

Help customers feel valued and respected as unique individuals:

- Greet customers by their name.
- Ask more thoughtful questions to get to know someone beneath the surface.



## CONNECTION

Help customers connect with higher purpose and meaning of purchasing a home:

- Ask, "what makes a home special to you"?
- Ask, "what new traditions or memories are you excited to establish in your new home"?



## CONTRIBUTION

Solicit customer feedback to improve their experience:

- Ask borrowers how they want to communicate (email, phone, in-person, etc).
- Ask customer what went well and any ideas for how to improve the experience working with you.

# COMPLIMENTARY RESOURCES



# Q&A





**BETH RIDLEY**

Leadership & Workplace Culture  
Expert | Author | Speaker

**Thank  
You!!!**



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