

# Global Medical Response:

Creating a Culture of Diversity, Equity, and Inclusion



## Challenge

Amid a global pandemic and social unrest across communities, Global Medical Response's (GMR) executive leadership team sought feedback from employees about challenges they were experiencing on the job. Through employee focus groups and surveys, they identified opportunities to improve the employee experience. This included heightened respect for diversity and a stronger, equal sense of inclusion by all employees.

The executive team learned employees were enduring biases from fellow employees as well as their patients. Awareness of employee feelings and experiences became the foundation for creating behavior change and continuing GMR's focus on building a stronger culture.

## Solution

Seeking more than just a "check the box" solution, GMR partnered with FranklinCovey to create a meaningful diversity, equity, and inclusion (DEI) journey for all 36,000 employees.

Certified GMR facilitators accompanied 1,500 leaders through a Live-Online *Unconscious Bias: Understanding Bias to Unleash Potential™* course. The facilitators delivered the training in addition to their full-time positions, lending to the training their personal credibility and knowledge of the business, making the program even more impactful.

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This course was foundational for equipping leaders to launch DEI conversations and help their employees understand, explore, and navigate bias. The course illustrated for leaders that a combination of character and competence are core skills for great leaders who desire to help their employees during challenging times.

The *Unconscious Bias* course goes beyond DEI awareness and enables action in an approachable and practical way. Leaders work through custom-tailored real-work scenarios such as how to talk through difficult or uncomfortable situations and how to help employees respond to patients and colleagues.

All employees have access to On Demand *Unconscious Bias* videos to refresh and reinforce competencies as needed. In addition, leaders continue their journey through action learning, engaging in regular *Unconscious Bias* “pulse checks.” These optional, small group meetings encouraged application and sustainment of key competencies and behaviors. They provided a forum for leaders to have meaningful DEI conversations and help employees thrive and continually make GMR a better place to work.

## Results

GMR's team is focusing on creating a culture where people feel included, respected, and valued.

Leaders have commented on their ability to better:

- Handle challenging situations.
- Foster a culture where employees thrive.
- Challenge GMR to think and act differently.
- Encourage employees to contribute their best.
- Create empathy and connection across their team.
- Build on GMR's overall strategy to enhance the culture.
- See both the moral and business case for Unconscious Bias.

Leaders are often surprised to realize unconscious bias is far broader than race and discrimination. They see the concepts of Unconscious Bias as good leadership practices that positively challenge them. Leaders continue to enhance the culture every day and realize everyone has more in common than they initially think.

## About

Global Medical Response teams deliver compassionate, quality medical care, primarily in the areas of emergency and patient relocation services in the United States and around the world.



### Website

[www.globalmedicalresponse.com](http://www.globalmedicalresponse.com)

### Industry

Healthcare

### Number of Employees

36,000

### Opportunity

Global Medical Response is building a culture of diversity, equity, and inclusion. With the help of FranklinCovey's All Access Pass, leaders are helping their people navigate challenging situations while working with patients.

### Solutions:

- FranklinCovey All Access Pass®
- *Unconscious Bias: Understanding Bias to Unleash Potential™*



The FranklinCovey All Access Pass® allows you to expand your reach, achieve your business objectives, and sustainably impact performance with unlimited access to FranklinCovey content. The pass comes complete with tools, assessments, videos, digital learning modules, and all of FranklinCovey's training courses—available Live-Online, On Demand, and Live In-Person.

For more information, contact your FranklinCovey client partner at 888-868-1776.

