

Guide

TO DESIGN YOUR OWN
ANNUAL DEI SURVEY



chic geek

Helcim's Top 15 DEI Survey Questions

“ *By being a company that does things right, we believe that we will continue to attract the best people.* - Nic Beique, Founder of Helcim

HEL CIM IS A COMPANY THAT KNOWS BUILDING DIVERSE TEAMS DRIVES SUCCESS. WHY?



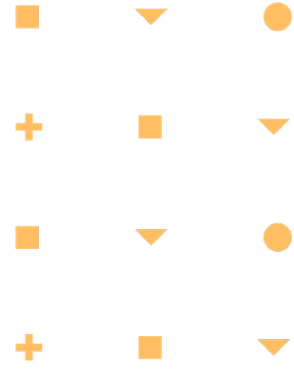
“These passionate and talented individuals will continue to create the best products for our customers. Our merchants will feel appreciated and spread the word about our brand, and we will ultimately build a wildly successful company that will outlast others.” - Nic Beique, Founder of Helcim

Helcim is a fast-growing fintech company that specializes in payment processing for entrepreneurs large and small. The company was doubling in size and knew they needed to make DEI a priority. In 2020, Helcim's first DEI Survey was born. The team created and implemented this process in-house and they are using the results to record metrics and inform future DEI processes and implementation.

Read about how Helcim's story is unfolding in the [full case study](#) and if you would like to begin the processes of creating your own DEI Survey, Helim has provided a quick example of a useable question framework to kick start your survey.

9. I feel confident I can develop my career at my company.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree



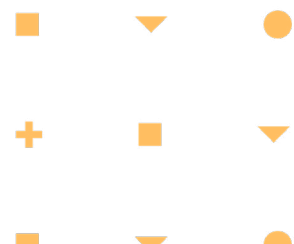
10. My company hires people from diverse backgrounds.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree



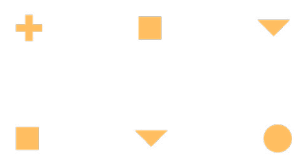
11. I can voice a contrary opinion without fear of negative consequences.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree



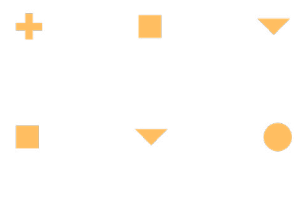
12. I am empowered to make decisions that impact my work.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree



13. The information and resources I need to do my job effectively are readily available.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree



14. Promotion decisions are fair at my company.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree



15. I would recommend [Company] as a great place to work.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

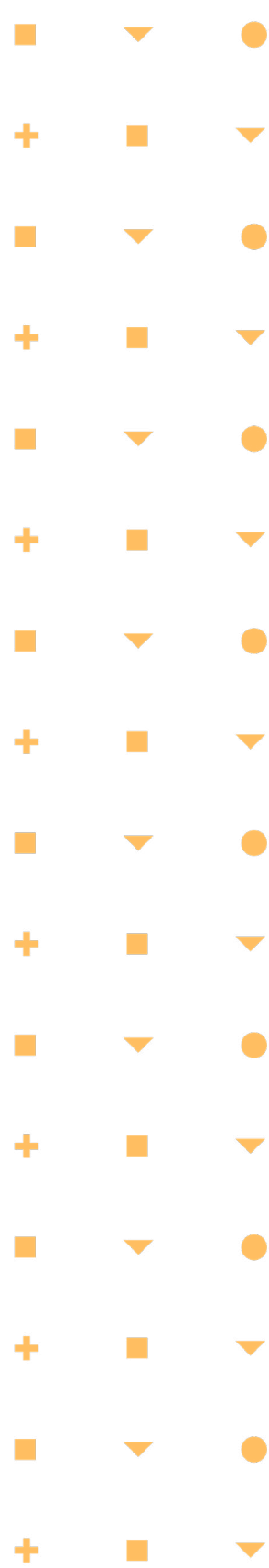
CONCLUSION

One of the first steps in any organization's DEI journey is gathering data and information so they know how to and where to begin creating measurable and positive change.

CHIC GEEK TIP

MAKE YOUR DEI SURVEY WORK FOR YOU

- **Define what you want to measure and why** - it will help inform your questions.
- **Decide what medium you are going to use** to administer the questions. Helcim used anonymous Google Forms but would encourage companies to utilize whatever tools they currently have.
- **Keep your results in a safe place** and decide who has access. Helcim stores a summary of results in their shared drive for the whole team to access as part of their commitment to transparency.
- **Share with your employees regularly** through team meetings, set the stage and let them know why you are gathering this information. Helcim shares at quarterly meetings. The whole team can review together and ask questions. This brings the DEI survey to life and makes it more than a checkbox activity.



About the Diversity Motherboard

WRITTEN BY

chic geek

Chic Geek exists to build gender diversity in technology, a sector that's shaping the world we live in. Our mission is to engage, retain and support intermediate women in tech through programs such as Career Pathing, Events, and our many industry Partnerships.

Learn more at thechicgeek.ca

FEATURED COMPANY

helcim

Helcim is on a mission to be the world's most loved payments company. By creating easier, smarter, and more affordable payment solutions, Helcim can enable more businesses to get paid and grow.

Learn more at helcim.com

THANKS TO

albertaenterprise

Alberta Enterprise Corporation (AEC) promotes the development of Alberta's venture capital industry by investing in venture capital funds that finance technology companies.

Learn more at alberta-enterprise.ca

THANKS TO

 **ALBERTA INNOVATES**

Alberta Innovates is a provincial research and innovation agency creating a healthier and more prosperous future for Alberta and the world. Chic Geek is a member of the Calgary Innovation Coalition (CIC), a network of technology support agencies committed to supporting entrepreneurs. Learn more at albertainnovates.ca