

## *nib New Zealand Ltd*

### *Emerging Diversity and Inclusion*

Health insurer nib is embracing the changing demographics of an increasingly diverse New Zealand, and it's transforming its business and products to cater for all Kiwis, starting with an understanding of its own diversity.

nib has 180 staff in New Zealand and is implementing a number of strategies to better understand the diversity in its own organisation, because that will help to deliver solutions that meet the diverse needs of its customers.



In order to do this, nib developed a partnership with the newly established Superdiverse Women organisation, nib's first external experience in the diversity space, which was launched in February 2017. With the help of the Superdiversity Centre, nib conducted a CQ survey of its staff to measure cultural intelligence and diversity. This survey identified some statistics which surprised the organisation:

- 42 per cent of employees are millennials
- More than 50 different ethnicities are represented
- Staff speak more than 50 languages as a first or additional language
- Almost half of staff were not born in New Zealand
- For one in five employees, English is not a first language
- 15 per cent are fluent in Hindi

The Superdiversity Centre produced a report based on the CQ survey, analysing the results, which will now hold the organisation to account in terms of building cultural intelligence and capability. The Superdiversity Centre then conducted a series of workshops with employees to assist them in talking about their own diversity and encourage them to be open about and share their unique experiences and backgrounds with one another.

These activities are supported at the highest level of the organisation. CEO Rob Hennin spent a large proportion of his professional life in overseas markets, so is aware of how culture impacts on business and what it feels like to be a part of a minority culture.

Understanding its own diversity has helped the nib organisation in a number of ways. There is significantly improved communication between nib employees, which results in greater collaboration and co-operation within and between teams. Employees are reporting greater confidence to be proud of and share their cultural backgrounds, and a deeper understanding and appreciation of diversity has led to celebration of different cultures within the business.

These learnings have been shared across the entire nib Group internationally, and the New Zealand experience has demonstrated how internal diversity can be measured and used to support an external customer-focused initiative.

One of the results of nib's commitment to diversity is its latest Direct To Consumer campaign, DTC 2.0. This campaign allowed for much more effective cross-cultural customer engagement through several strategies, including:

- Implementation of multi-lingual services online and by telephone
- Translation of product brochures into simplified Chinese
- Advertising and engaging with ethnic media publications
- Developing tailored healthcare packages for migrant customers that take into account traditional ethnic medicine practices



nib was one of the first corporate organisations in New Zealand to be awarded the CQ Tick, a formal certification by the Superdiversity Centre.

Employees are also reporting benefits from having better organisational understanding of diversity. Team Leader Riahn Hoani (now a Claims Consultant) was invited to present at the Superdiverse Women Voices conference, and was empowered and supported by nib to present her own diversity journey, a move that would not have occurred before nib's commitment to diversity.

nib is committing to understanding its own people and their diverse points of view, a move which helps make employees feel more empowered within the organisation, and also helps them provide better products for their customers.

IF YOU WANT MORE INFORMATION,  
TOOLS OR RESOURCES TO MAKE  
YOUR WORKPLACE MORE INCLUSIVE

Visit [diversityworks.nz](https://diversityworks.nz)  
or call 0800 DIVERSITY (348 377)