



**FUTURE NB**



**NB-IRDT**  
New Brunswick Institute for  
Research, Data and Training

Finance and Treasury Board - Office of the Chief Human Resources Officer

# ActionNB Project Summary

FutureGNB | Summer 2023

Project Leads

**Rochelle Fletcher, Nicole Grechi**

Research Team

**ActionNB | Alex Tran, Bea Rivera, Diego Molina, and Olivia Hamilton**

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# 01. Who are we?

We are **ActionNB**, a **FutureGNB** summer student research team under Finance and Treasury Board.

Our team consists of 4 members: **Alex Tran**, **Bea Rivera**, **Diego Molina** as the student researchers, and **Olivia Hamilton** as the student mentor.

We all come from different backgrounds, yet we all have one thing in common: our enthusiasm for this project and our commitment to making it a success.



Alex Tran



Bea Rivera



Olivia Hamilton



Diego Molina



## Alex Tran

**Graduation:** June 2023

Graduated with Honours

**Work Availability:**

December 2023 (Full-time)

**Program of Study:**

Business Administration: Marketing

**School:** New Brunswick Community College

**Contact** [Email](#) [LinkedIn](#) [Portfolio](#)



## Bea Rivera

**Graduation:** May 2023

Graduated with Honours

**Work Availability:**

September 2023 (Full-time & Remote)

**Program of Study:** Bachelor of Medical Laboratory Science, Minor in Anthropology

**School:** University of New Brunswick

**Contact** [Email](#) [LinkedIn](#)



## Diego Molina

**Graduation:** 2025

**Work Availability:**

Fall & Winter Semester 2023-2024 (Part-time)

Summer 2024 (Full-time)

**Program of Study:** Bachelor of Arts in Political Science, Philosophy, and Economics

**School:** Mount Allison University

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## Olivia Hamilton

**Graduation:** January 2024

**Work Availability:**

January 2024 (Full-time)

**Program of Study:** B.Phil Interdisciplinary Leadership, Minor in Biology

**School:** University of New Brunswick

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# 02. Project Overview

## Project Objective

ActionNB aims to improve workplace practices related to Inclusion, Diversity, Equity, and Accessibility (IDEA) within the Government of New Brunswick (GNB).

Our primary focus is to support our **End Users** in their journey towards inclusive leadership and create a work environment where every employee feels valued, respected, and empowered to thrive professionally, regardless of their background or identity.

By coming together and creating IDEA-focused **Action Plans**, we strive to foster a workplace culture that prioritizes IDEA.



## End Users

Our project's **End Users** are GNB people leaders seeking support in improving IDEA workplace practices. They're the ones that will be looking through our most important delivery: **Action Plans**.

To identify the **End Users**, the **2022 GNB Employee Experience Survey** was analyzed with an IDEA lens.



GNB people leaders who need support in improving their IDEA practices.

# 2022 GNB Employee Experience Survey & Qualtrics

The **2022 GNB Employee Experience Survey** is housed on **Qualtrics**, a platform that integrates **Action Plans** into people leaders' feedback to help enhance employee experience.

People leaders can access and assess results for areas of strength and improvement. With areas needing improvement, they will have the option to access the **Action Plans** - workflows specifically tailored to those areas.

While **Qualtrics** offers engagement-based action recommendations, our team, ActionNB, fills the gap with IDEA-focused **Action Plans**, communicating directly to our **End Users**.

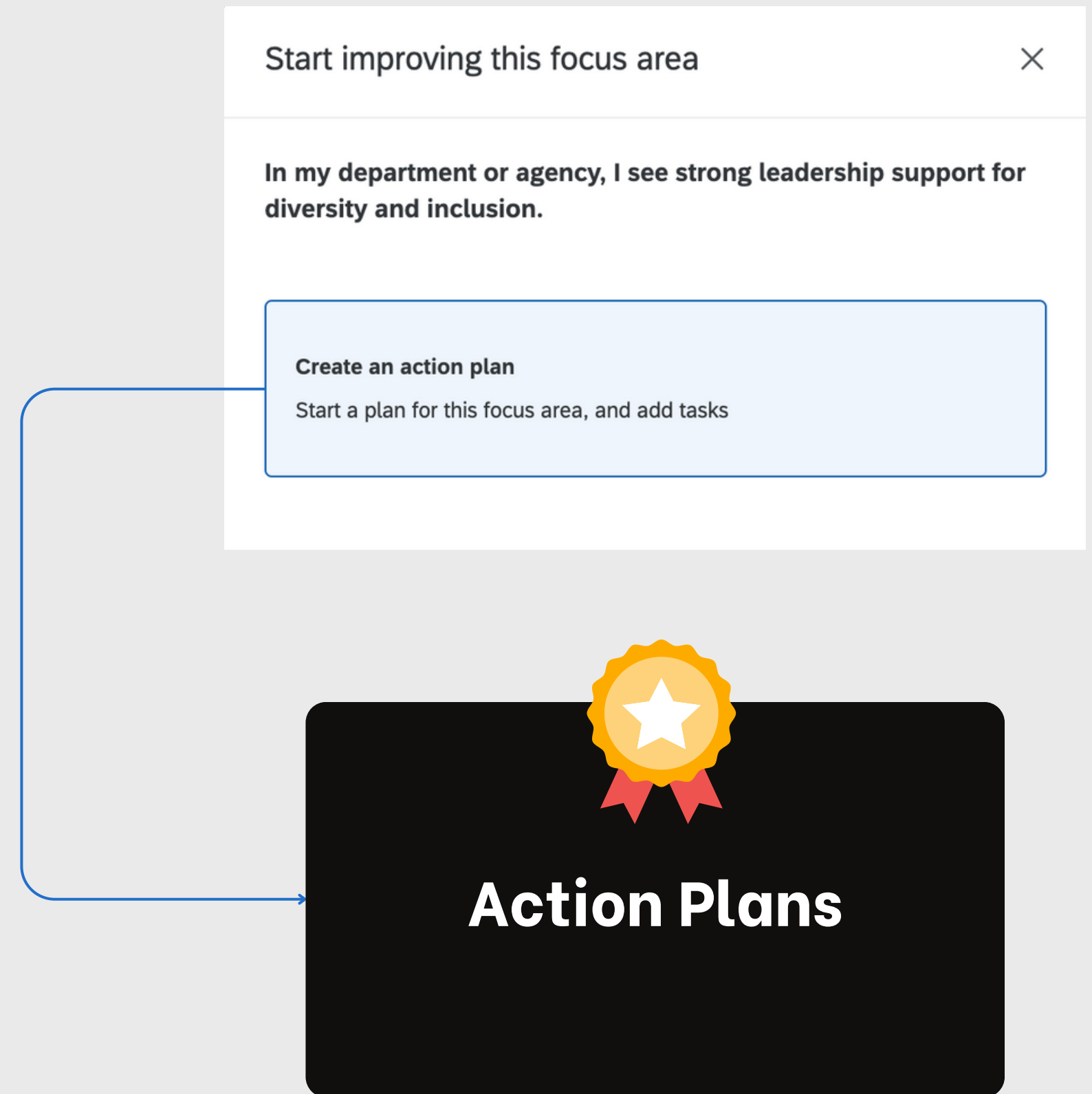


2022 GNB Employee Experience  
Survey

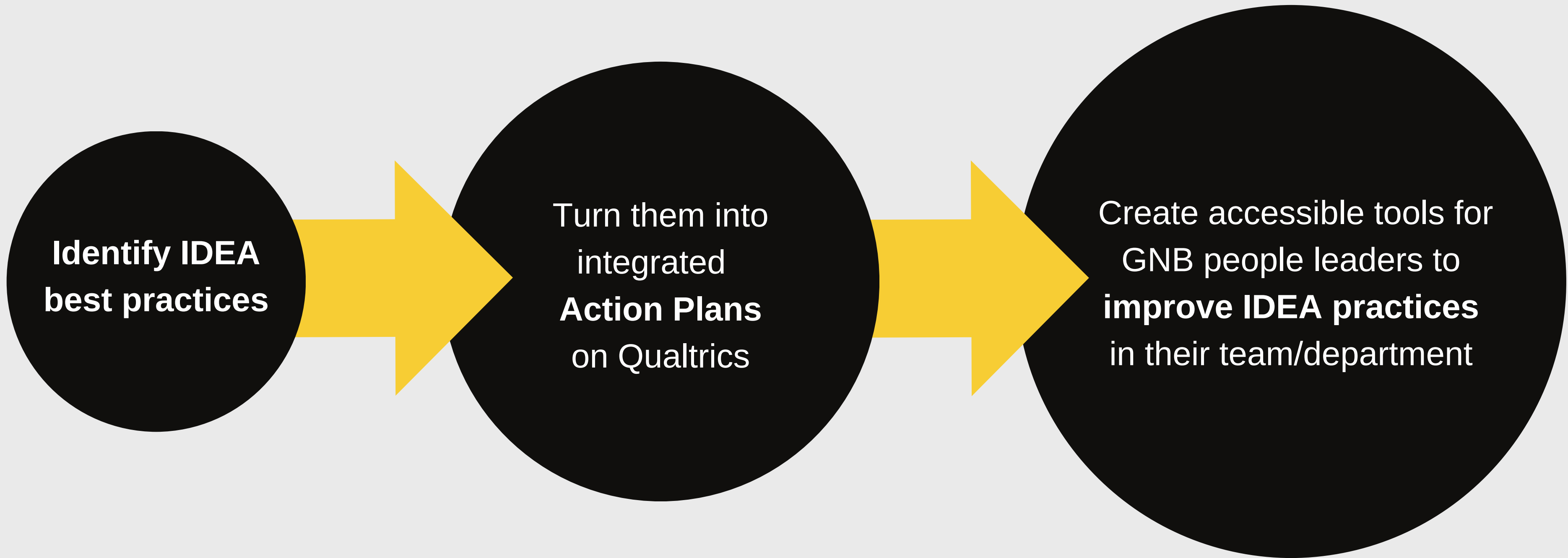
# Action Plans

To create the comprehensive **Action Plans**, we gathered data from these sources: *Inter-Jurisdictional Scans*, *External Jurisdictional Scans* and *Roundtable, Interviews & Survey with IDEA Champions* (people leaders who scored high on IDEA-related questions in the 2022 GNB Employee Experience Survey).

Research findings will be integrated into accessible **Action Plans**, helping our **End Users** in their journey toward inclusive leadership and enhancing their teams' work experience.







# 03. Why this project?

## Qualtrics' lack of IDEA Action Plans

**Qualtrics** offers a series of action recommendations, and people leaders can come across a set of actionable recommendations designed to guide their efforts (refer to the figure on the right).

However, Qualtrics lacks the IDEA-based approach.

This is precisely the gap that our project, **ActionNB**, aims to fill.

By bridging the gap, **ActionNB** is providing the GNB people leaders with tools to create a better employee experience, especially for the equity-seeking groups.



- + Solicit Feedback & Input**  
Make a deliberate effort to spend an equal amount of time with each employee, making "small talk" and handling concerns. Intentionally solicit feedback/input from everyone at team meetings. Do not dismiss any ideas, even if they appear to be impractical. Rather, ask specific questions and explore the suggestions made.

- + Weekly Huddles**  
Conduct 20-30 minute weekly huddles with your immediate team or workgroup. The agenda involves each employee responding to a couple of questions like: What good news do you have, both personal and professional? What customer or team feedback do you have for the group? This could be followed by a report on progress and discussion of a previously designated topic.

- + Goals Retreat**  
Schedule and conduct a half day "goals retreat" for your team to do the following: 1) Review the past year including recognition for the outstanding contributions of individual team members; 2) Identify examples of outstanding teamwork; 3) Establish goals for the coming year.

## The Goal

The goal of our project is to help GNB people leaders foster a work environment that embraces **Inclusion, Diversity, Equity, and Accessibility**.

By making IDEA a focus, GNB is aligning with broader societal goals of promoting equality for all individuals. As a government entity, it's our chance to lead by example and demonstrate the commitment to creating an equitable society for New Brunswickers. By actively engaging in IDEA and making GNB a better place, we are not only improving the employee experience but also contributing to a more inclusive society.

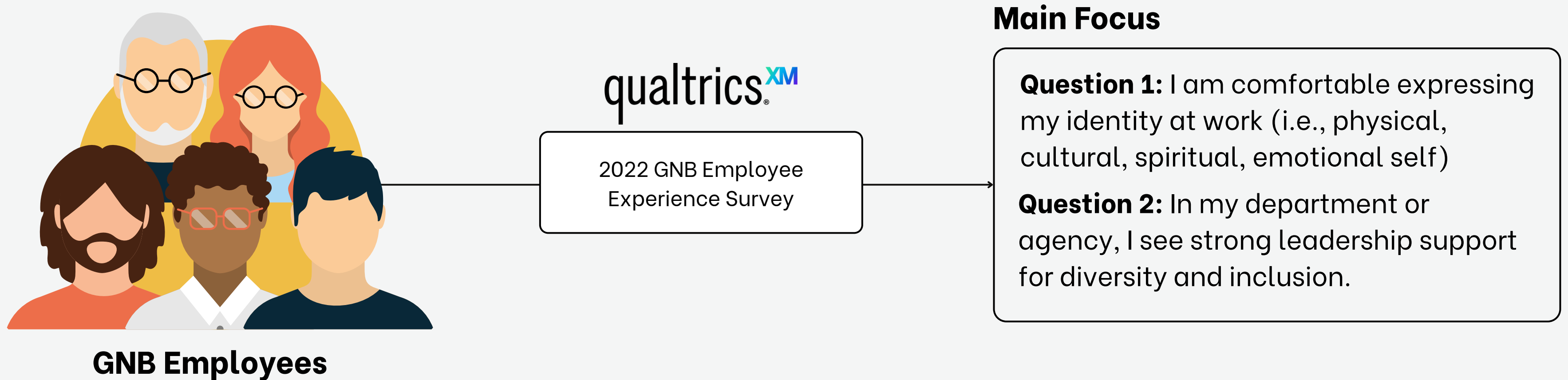
Imagine a New Brunswick where anyone can aspire to be a GNB employee, knowing that they will be entering a workplace that embraces diversity, inclusion and prioritizes their individual experience.

**#ChooseGNB**

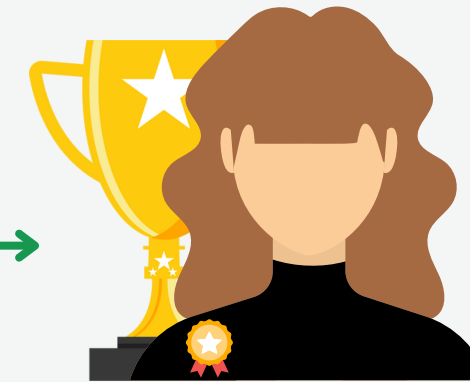
# 04. How did we do it?

## Identifying the IDEA Champions and the End Users

The 2022 GNB Employee Survey was analyzed with an IDEA lens, with a focus on the two specific IDEA questions about expressing identity and leadership support (see figure below).



▼ Diversity & Inclusion	80%	+15	-2
I feel that I am part of a team.	76%	+13	-6
Team members treat each other with respect and consideration in the workplace.	81%	+13	+2
<b>Q1</b> I am comfortable expressing my identity at work (i.e., physical, cultural, spiritual, emotional self).	81%	+24	0
I feel welcome to use my preferred official language of choice in meetings.	82%	+12	+2
I feel welcome to use my preferred official language of choice in my workplace.	86%	+8	+1
I receive regular feedback on my performance from my supervisor.	71%	+23	-6
<b>Q2</b> In my department or agency, I see strong leadership support for diversity and inclusion.	70%	+24	-11
I receive feedback on my performance in the official language of my choice.	95%	+5	0



### IDEA Champions

Leaders who **scored high** on IDEA-related questions



### End Users

Leaders who **need support** in IDEA workplace practices

Using the heatmap generated from the Qualtrics results, we successfully identified the GNB IDEA Champions and the End Users. Then, we progress to the next stage of our process, which involves gathering valuable insights to formulate comprehensive Action Plans.

# Gathering input

After identifying the GNB IDEA Champions, we proceeded to gather their valuable input through a roundtable discussion and a survey. Then, we conducted interviews with the IDEA Champions who volunteered. Each of these interviews was tailored to the individual's responses during the roundtable discussion and the survey, taking into account their distinct backgrounds in IDEA.

Two additional interviews were conducted with the IDEA representatives from external organizations: City of Fredericton and Medavie. As these individuals are IDEA experts working in their respective fields, these interviews were also personalized to extract the most valuable insights.



GNB IDEA Champions consulted through Roundtable and Survey



Personalized 1-on-1 Interviews  
(8 GNB IDEA Champions | City of Fredericton and Medavie IDEA representatives)

Simultaneously, we collected valuable insights from our comprehensive Jurisdictional Scans, covering both public and private sectors, to inform our Action Plans development. The External Jurisdictional Scans specifically delved into the IDEA best practices in the private sector, with a focus on its implementation in various businesses. The Inter-Jurisdictional Scans, on the other hand, gathered input from the public sector across Canada's provinces and territories.

A well-rounded view of IDEA best practices' execution and impact was guaranteed by this thorough approach.



External Jurisdictional Scans  
looking into IDEA best practices  
in the private sector



Inter-Jurisdictional Scans  
across Canada's provinces and  
territories

# Analysis and Synthesis



GNB IDEA Champions consulted through Roundtable and Survey



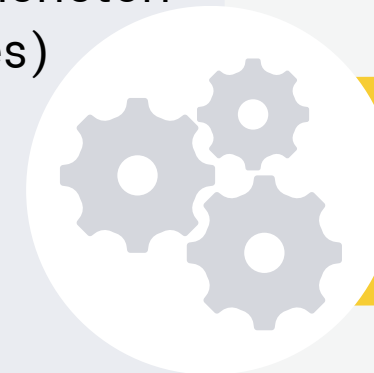
Personalized 1-on-1 Interviews (8 GNB IDEA Champions | City of Fredericton and Medavie IDEA representatives)



External Jurisdictional Scans looking into IDEA best practices in the private sector



Internal Jurisdictional Scans across Canada's provinces and territories



Analysis and Synthesis



Upon gathering all the data, we proceeded with the analysis and synthesis process to formulate our comprehensive Action Plans.



# 05. Our findings

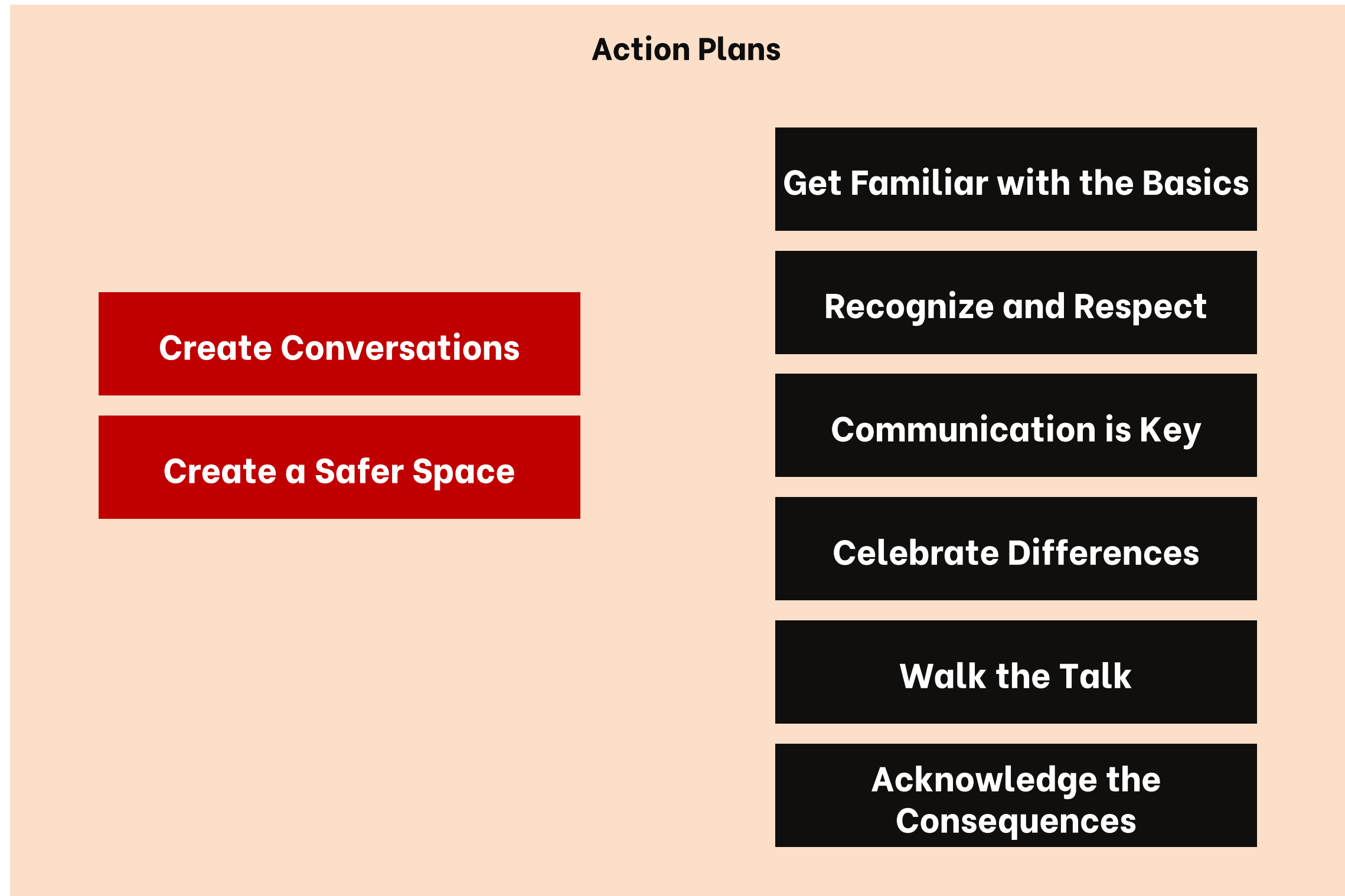


GNB people leaders are equipped with tools to foster an inclusive workplace

Presented are a total of 11 Action Plans for GNB's people leaders to consider put into use. These encompass 6 shared Action Plans, along with 2 for the first question and 3 for the second question. To gain a comprehensive understanding of our proposed Action Plans, kindly consult the attached **Action Plans document** that was sent alongside the **Project Summary**.



# Question 1 Action Plans



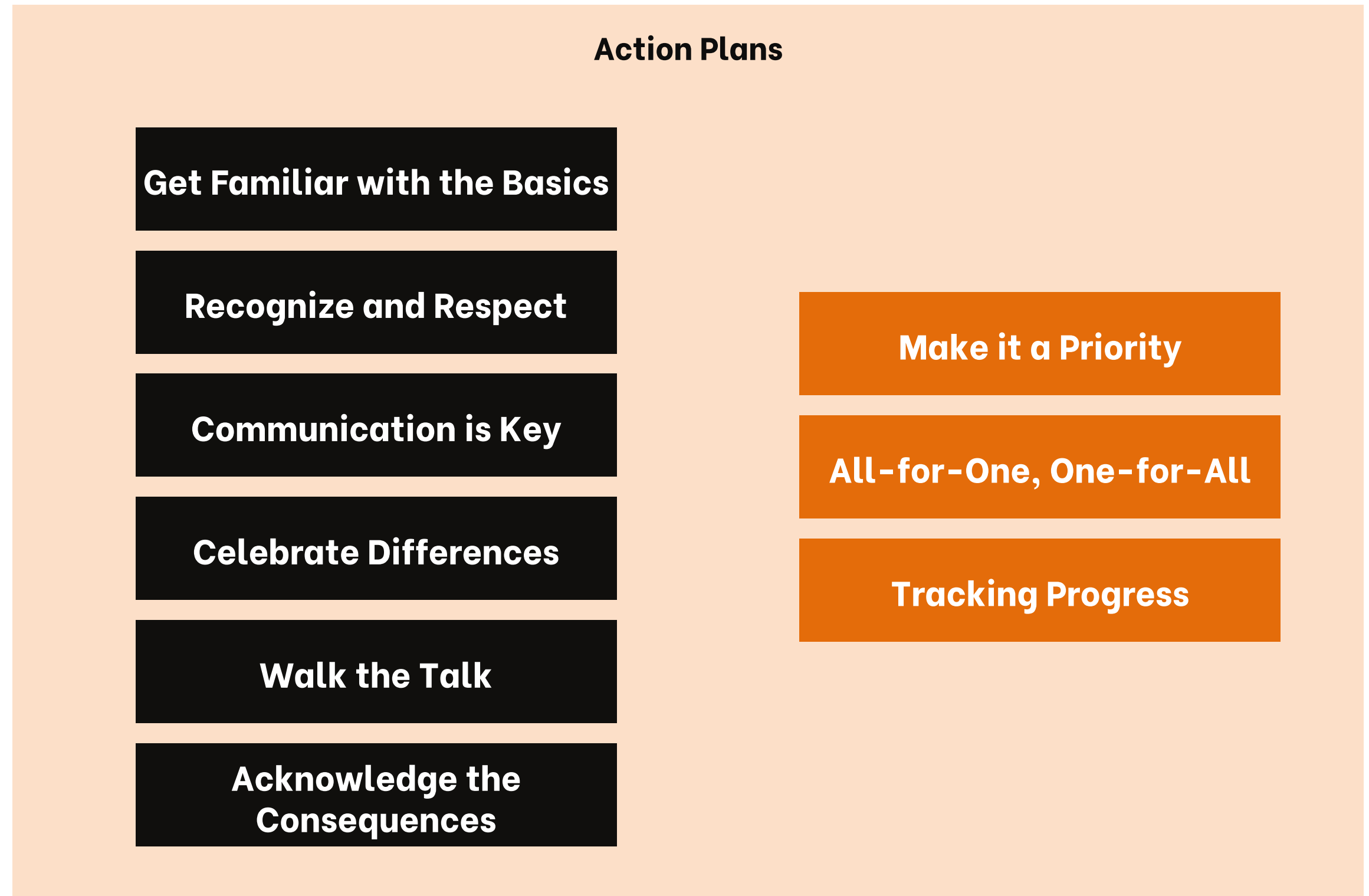
## Question 1

I am comfortable expressing my identity at work (i.e., physical, cultural, spiritual, emotional self)

# Question 2 Action Plans

## Question 2

In my department, I see strong leadership support for diversity and inclusion.



## Validate the End Results

Subject-matter experts that helped validate the end deliverables

- **GNB Stakeholders:** Finance and Treasury Board, Equal Employment Opportunity, and GNB Mosaik
- **See Different training** by the **Canadian Centre of Diversity and Inclusion**



## 06. What's next?

**01**

### **Embrace IDEA for Its Value**

Creating an inclusive environment is essential for fostering excellence, and effective leadership should prioritize the feeling of inclusivity for all employees.

**02**

### **Stay Updated and Adaptive**

Action Plans must be regularly revised and adapted to ensure they remain effective and aligned with the dynamic nature of IDEA.

**03**

### **Addressing Limitations and Barriers**

Evaluating both sides of the spectrum contributes to developing comprehensive Action Plans that appeal to all leaders and lead to a more inclusive employee experience.



Thank you for taking the time to read through our **ActionNB Project Summary**.

Please don't hesitate to reach out to **Rochelle** and **Nicole** at [rochelle.fletcher@gnb.ca](mailto:rochelle.fletcher@gnb.ca) and [nicole.grechi@gnb.ca](mailto:nicole.grechi@gnb.ca) for any inquiries regarding our project.