Being part of diversity: The effects of an all-inclusive multicultural diversity approach on majority members’ perceived inclusion and support for organizational diversity efforts

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Abstract
In two experiments we tested how explicitly including the cultural majority group in an organization’s diversity approach (all-inclusive multiculturalism) affects the extent to which majority members feel included in the organization and support organizational diversity efforts. In Study 1 we focused on prospective employees. We found that an all-inclusive diversity approach, compared with the “standard” multicultural approach in which the majority group is not explicitly made part of organizational diversity, led to higher levels of anticipated inclusion for those with a high need to belong. In Study 2 we turned to sitting organizational members. Here, we again found that an all-inclusive multicultural approach increased perceptions of inclusion, but now the effect was present regardless of individual levels of need to belong. Perceived inclusion, in turn, was positively related to majority members’ support for organizational diversity efforts. Together, these findings underline the effectiveness of an all-inclusive multicultural approach towards diversity.