

JUST ONE THING

Title: Kennebunk Savings DE&I Video Series

Company/Organization: Kennebunk Savings

Type of Organization: For profit

Number of Employees: 100+

Category: Workplace

Challenge or Opportunity: We wanted to find a way to celebrate diversity across our company. We wanted it to be something different, separate from the trainings we conduct and the webinars we attend. We wanted to create something direct and honest that would foster empathy and understanding and create a feeling of acceptance the same way a one-on-one, face-to-face conversation would. But how do you have a one-on-one face-to-face conversation for 330 employees spread across 20 offices in two states?

Approach or Solution: We decided to create videos that felt like conversations like you were just sitting across the table. Several employees volunteered to appear on camera. Our DE&I Council worked on questions. We picked a term for each video that our volunteer could explain. But when we met to produce the videos, we found ourselves moving away from questions and definitions" focusing instead on personal experience, however the volunteers chose to discuss it. We just let them talk.

Impact: The videos brought to life, for many, the principles of DE&I creating a personal connection they didn't know they had. Others felt new kinship with their coworkers. One clip featured a neurodivergent employee explaining how she navigates work; a coworker replied: "My son, who is 9, was diagnosed with Autism this summer. Your video was helpful for me to connect with him and understand what it is like for him." It's hard to quantify that kind of impact, but it's hard to overstate how big it feels.