

Forming a corporate decision-making process that keeps everyone in mind

Kaltura's DEIB guide for decision-makers: principles, best practices, and video-empowered tips



Our mission statement

Kaltura isn't just a video platform. It's a platform for change.

Kaltura's video experience cloud allows people worldwide to connect and share experiences, no matter who or where they are. As a company, we strive to stay connected to our environment, society, industry, and values. That's how these Diversity, Equity, Inclusion, and Belonging (DEIB) guidelines were born.

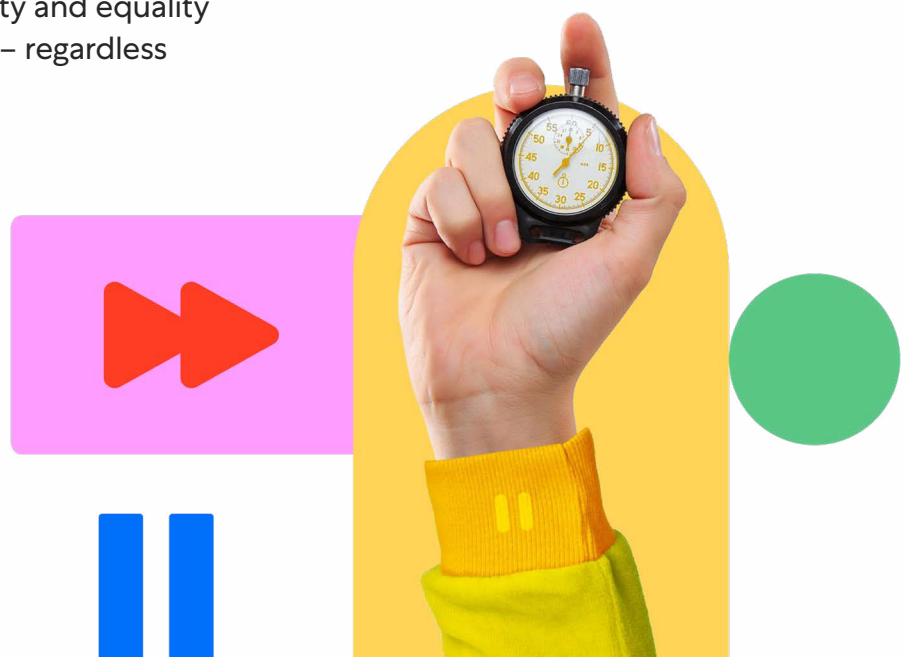
We believe there's quality in equality, and social responsibility has been an essential part of our DNA from the beginning. The name Kaltura comes from the word "Culture," representing our mission statement to promote a culture of pluralism. Kaltura's core company values are openness, flexibility, and collaboration. Our founding pledge is to nurture these values and be a driving force for inclusion and diversity.

With our mission and values in mind, Kaltura believes in general inclusion and strives to ensure diversity and equality across the organization – regardless

of race, gender, sexual orientation, nationality, or any other aspect.

Kaltura's live and on-demand video solutions have the power to bring brands and people closer through virtual and hybrid events, webinars, video hubs, and more. We aim to do the same with this DEIB kit.

If you're a decision-maker, you can probably relate to the overwhelming dilemmas that accompany some of the crossroads you reach. [85% of surveyed employees and business leaders state that the inability to make decisions negatively impacts their quality of life and increases anxiety.](#) There is a noticeable need for guidance in this area. Keep reading to learn how equality can help direct your process, how video technology can promote it, and how Kaltura harnesses innovative solutions for this important cause.



What you'll find in this DEIB kit

- Our primary **equality drivers** for an optimized decision-making process.
- Kaltura's **inclusion principles** and **equality framework**.
- **Video-focused tips** for a better organization and society.
- Proven **equality best practices** to promote DEIB across your organization.

And a lot of inspiration.



DEIB drivers

Lead with inclusivity



Drive systemic change



Bias awareness



Diverse mindset



Empower silenced voices



Utilize data insights



Optimize with AI



The positive impact of a DEIB-focused decision-making process

Incorporating our DEIB drivers into your decision-making procedures will impact company performance by boosting innovation and creativity and improving productivity, adaptability, and resilience.

It will create stronger bonds and collaboration within the team, encourage engagement, and increase employee and customer satisfaction and loyalty. These factors will impact the bottom line by translating to a unique competitive edge that enhances profitability and stability.

Kaltura's DEIB drivers

Lead with inclusivity

Lead with empathy, authenticity, and inclusivity in your decision-making process to create a culture of openness and empowerment.

A genuine commitment to inclusivity starts at the top and trickles down. Research by Deloitte shows that [senior executives and company management can increase employees' feeling of inclusion by 70%](#) by embracing and demonstrating these values. This is often the difference between PR and real impact.

Harnessing video: Kaltura Pitch Video Messaging allows us to send video messages across the organization. We use video tools to communicate DEIB messages via our **Video Portal** and spread the message at town halls. We also use Kaltura REACH to add closed captions or transcripts to ensure that every employee is able to consume our content.



Drive systemic change

Work towards dismantling structural barriers and promoting equitable policies and practices. These may include your Equal Employment Opportunity Policy, Non-Discrimination Policy, Diversity and Inclusion Policy, Harassment-Free Workplace, and more.

Establishing formal, constructed decision-making policies and frameworks is important for many reasons. Kits like this one, ESG frameworks, recruitment guidelines, and equal opportunity policies provide concrete reassurance for employees, ensure everyone is on the same page, and set the record straight to prevent miscommunication.

Harnessing video: At Kaltura, we understand that reading company policies can be time-consuming, but creating a memorable video increases views and engagement. We keep our videos accessible via a dedicated library on our **Video Portal** and add accessibility features like a **screen reader** and **keyboard navigation**.

Bias awareness



Challenge preconceived notions and promote fairness in decision-making processes.

Research finds that [unconscious bias is more common than conscious prejudice. It also often contradicts a person's conscious and declared values.](#)

Recognizing the existence of biases is the first step. Dedicating portions of the training session to explaining, discussing, and offering ways to solve unconscious biases is key.

Harnessing video: We use video technology to create **interactive webinars** on this topic as part of management and HR training. Interactive polls demonstrate and uncover unconscious biases, and we allow employees to take the tests on their own time and privately examine the results.



Diverse mindset



Create an innovative environment that encourages different perspectives, ideas, and approaches. Ensure that your organization's values support and promote these notions. This will encourage intrapreneurship and creativity across all decision-making procedures, inviting stakeholders on all levels to participate and influence the end result.

[According to the Harvard Business Review, companies with above-average diversity boost revenues by 19%.](#) When everyone feels comfortable and safe speaking their minds, knowing their contribution will impact the decision-making process, a flood of creative ideas runs through the organization. Create an open discussion culture and offer clear, friendly guidelines encouraging participation and listening.

Harnessing video: Create videos in which employees tell their personal success stories after sharing their views and receiving organizational support. At Kaltura, employee initiatives led to inspiring projects that helped advance our bond with the community and the company's products.

Empower silenced voices



Seek out and give a platform to those whose voices may be silenced or overlooked. Include different experiences in the decision-making process to reach a result that speaks to as many stakeholders as possible.

There's a difference between diversity and inclusion. A diversified workforce might still lack inclusion if only specific groups are heard when decisions are reached. [A McKinsey survey found that while more than 50% of employees had a positive sentiment on diversity within the organization, less than 30% felt the same about inclusion.](#) The decision-making process often reveals the gap between diversity in theory and practice. At Kaltura, we ensure that employees of all backgrounds get a chance to participate in meetings, present to the board, take on leadership roles, and take the stage at events.

Harnessing video: At Kaltura, we invite a diversified group of employees to share their personal experiences in reaching various decisions. Our product makes it easy to include polls and chat features during remote sessions and direct your questions at those often unheard. Kaltura enables you to easily add **Q&A, polls, quizzes, and more.** Invite participants to share their thoughts with the bring-to-stage feature.

Utilize data insights



Data is an excellent tool for uncovering potential bias. Decision makers who believe their organization is focused on implementing DEIB practices can test their hypothesis by collecting relevant DEIB data and analyzing it to discover areas for improvement.

[A recent report by McKinsey](#) showed that the top five success factors in DEIB policy implementation include setting clear, quantifiable goals and tracking these KPIs using data practices. In other words, data is essential for success in this field. Replacing a hunch with concrete numbers can force decision-makers to face uncomfortable truths regarding underrepresentation in the company's recruitment, compensation, and promotion processes. Numbers can also help them set clear goals that will be re-examined over time.

Harnessing video: Video-based guides make the data collection process more user-friendly and engaging. Kaltura's **analytics capabilities** ensure you have extensive video engagement data that can help you gain unique insights.



Optimize with AI



We are officially in the AI era, and DEIB practices can benefit greatly from this newly unleashed technology. By feeding algorithms with the data you've collected, you can ensure it is being put to good use rather than piling up without turning into an actionable plan. Turning numbers into insights and forming a human-level dialogue with your data is now easier than ever. This makes the decision-making process less biased, more efficient, than ever.

It's also important to remember that AI tools are based on the information we provide and are often biased by nature. A man-machine combination remains a must when forming a DEIB strategy.

Harnessing video: Kaltura's AI capabilities allow you to turn data into action with our AI assistant, "read the room" to make wiser decisions using the AI mood analyzer, and automatically generate quizzes that ask the right questions to gather insights that improve your decision-making process and result.



Best practices

This collection of proven strategies and insights demonstrates how we promote DEIB at Kaltura and use our technology to foster an inclusive and equitable environment.

Our 50:50 pledge

Within the next five years, Kaltura pledged to reach a 50:50 ratio between men and women.

To do so, we consider at least one female candidate for every open position, conduct bi-yearly equality check-ins, and conduct or sponsor industry events that promote DEIB in our industry and society.

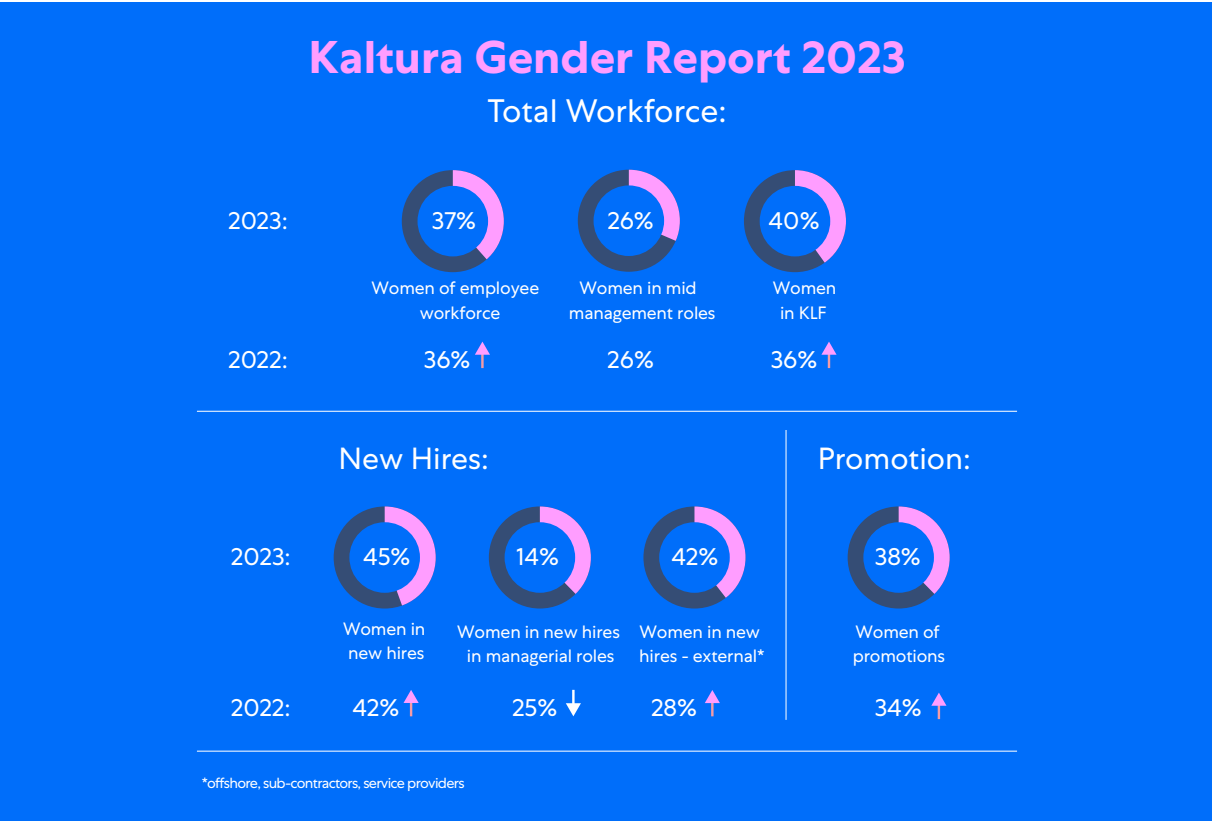
Promoting gender equality

Female employees comprise more than 36% of Kaltura’s workforce and management, which is above [the](#)

[industry average](#). An internal equality committee leads this initiative based on a detailed work plan.

Kaltura partners with a long list of gender equality organizations, including SheCodes, a female-led community of over 50,000 members offering free software development training to women; ‘Shavot,’ a mentorship NGO dedicated to highlighting female role models for young girls; KamaTech, an organization integrating Ultra-Orthodox (Haredi), “Women in Tech” community, and more.

The results of our efforts are communicated to everyone at the organization, and we’re proud to share them here as well:



Diverse talent acquisition

A diversified workforce contributes to the company's success in many ways. It promotes innovation and creativity, [leads to better performance, and attracts additional talent to the company.](#)

Once again, putting a formal strategy in place is critical. Studies show that employees of different backgrounds only apply for positions if they fit every detailed requirement, while others apply even when they meet only 60% of the qualifications. That is why Kaltura ensures that every job description explicitly encourages candidates to submit their CVs even if they do not meet 100% of the requirements. We also address biases as part of our management and HR training.

Employee resource groups

Giving employees a space to share experiences and exchange ideas plays a vital role in promoting any DEIB goal. Our Kaltura Committees are internal resource groups focusing on goals such as LGBTQIA+ inclusion, gender equality, and sustainability. These groups help foster a culture of caring, sharing, and driving change. [Research by the Harvard Business Review shows that such groups can increase the representation rate of minority groups by up to 30%.](#)

Training and education

Keeping an open mind is essential in our quest to promote diversity and inclusion, and assuming we know everything is a significant obstacle. [Studies show that dedicated training](#)

[is also excellent for business, boosting profit by up to 21% for organizations.](#)

At Kaltura, we enhance employee awareness, understanding, and empathy with dedicated training sessions that uncover biases and encourage open communication. We use our video tools to give employees access to relevant content year-round.

One example is the **Kaltura Spark** internal L&OD program, offering personal and professional training sessions and workshops on a variety of topics that promote a more inclusive and aware work environment. We discuss LGBTQIA+ inclusion, gender equality, and more.

Mentorship and sponsorship programs

Mentorship and sponsorship programs lift and assist people of every background. [A Cornell University study shows that they improve minority representation by up to 24%.](#)

Kaltura participates and hosts a long list of programs. We've also launched the company's K.Sisters program to support women across the organization and help them grow. The program has been running for a couple of years now, and we're proud that over 20% of the company's female employees participate in this important initiative.

Pay equity and transparency

Pay transparency ensures equality and boosts employee trust. At Kaltura, we conduct regular pay audits, analyze results, and address any gaps. Our

communication with employees and between team members is transparent and open.

We believe that better-informed employees are empowered to speak up. Studies also show that employees on all levels appreciate this practice, as [68% would move to a transparent employer even if their own pay remained the same.](#)

Metrics and accountability

Numbers play a critical role in promoting DEIB, leaving less room for speculation and forcing organizations to face the truth. At Kaltura, we believe in data and incorporate it into our products as well as our company culture.

Determining clear KPIs for success and examining progress over time allows us to focus on specific areas and understand which initiatives serve our organization better. We share our inclusion statistics with employees and inform them of the percentage of women who joined the company, the background of our management team, and more.

External partnerships and collaborations

Collaborations allow us to give back to our community and learn from it simultaneously. Over the years, Kaltura participated in a long list of initiatives, such as the Make-A-Wish Foundation, the UK-based charity Spread a Smile, organizations promoting environmental and social responsibility, volunteering in local homes, and more.

By working with experts in the field, we gain inspiration, insights, and access to relevant resources. We're proud of our employees for volunteering, informing us of fascinating partnership opportunities, and driving change in areas dear to their hearts.

Special programs

Kaltura's list of DEIB opportunities is always open to new ideas. As times change, our organization evolves and embraces more tools for change. Special programs answer burning needs in our society and keep us connected to the global community.

We supported the LGBTQ+ community by assisting employees in their journey to parenthood via surrogacy, participated in the Code4Ukraine project, a humanitarian event to aid the integration of Ukrainian refugees, and more.





Make your move

We invite you to join our mission to build more diverse, inclusive, and open decision-making processes that shape the corporate reality and the society we live in. We all have so much to gain from lifting one another up. We'd love to hear any ideas and thoughts you may have.

Take your first step by contacting our team to explore possible collaborations and ways to harness Kaltura's technology to drive change.

