

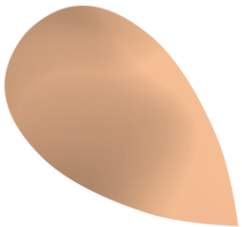
The Diversity, Equity, & Inclusion



TOOLKIT

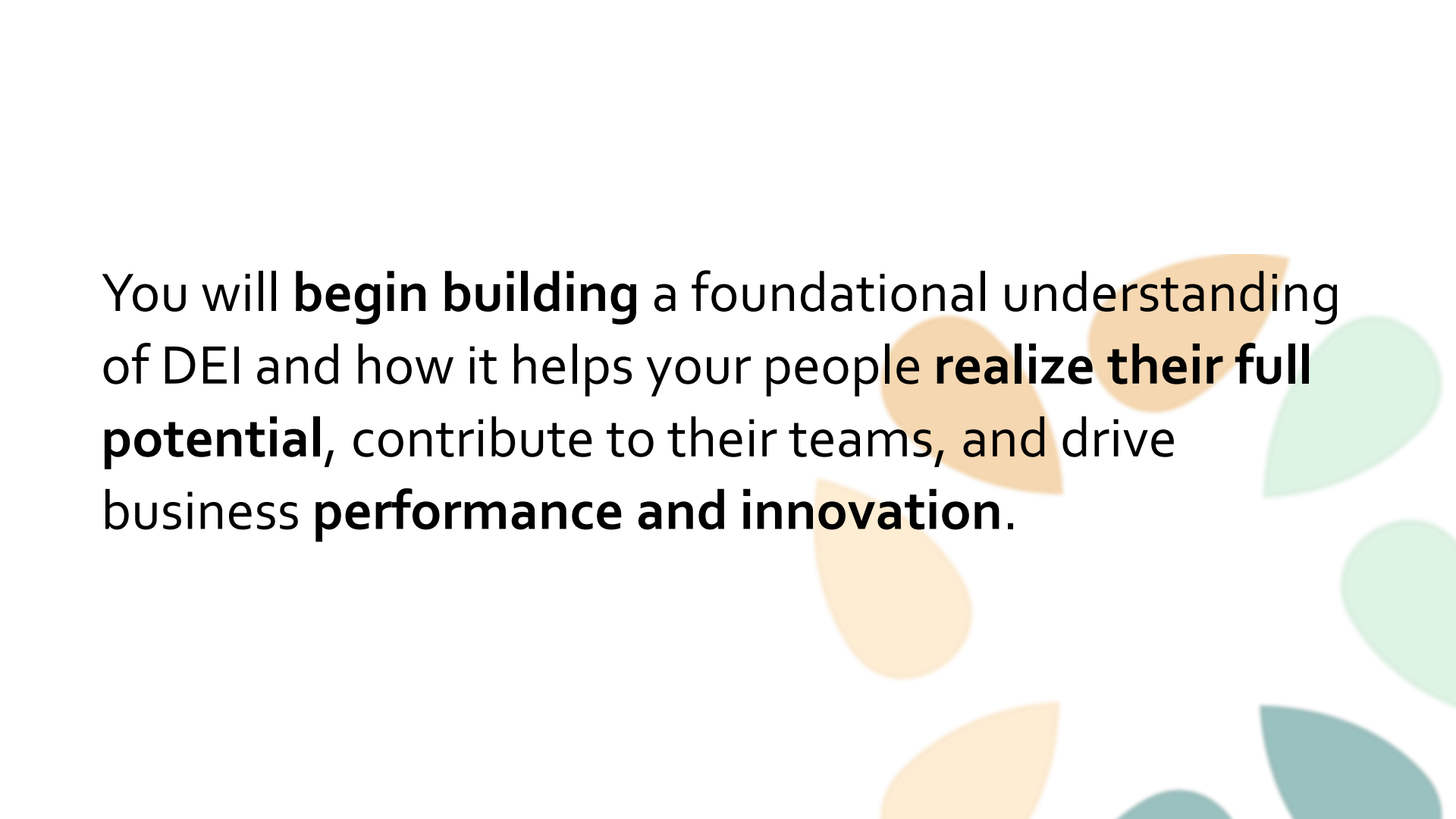
PART 1: PREPARE FOR THE JOURNEY






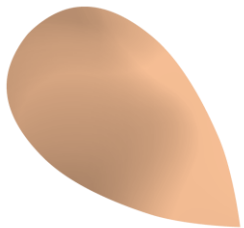
This section is designed to **prepare leaders** to guide their companies along this journey.

You will **begin building** a foundational understanding of DEI and how it helps your people **realize their full potential**, contribute to their teams, and drive business **performance and innovation**.



Along the way, you will also find **practical resources** to download and use in your process of developing an **inclusive talent strategy** and **organizational culture**.





START WITH WHY

- **Effective leaders** can answer “why” with **confidence**.
- They can draw a **direct line** from business **strategies and tactics** to **purpose**, connecting **what** we do with **why** we do it.
- Talent recruitment, development, and retention are **core business strategies**.

DEI is a fundamental part of that.

**Diversity, Equity, and Inclusion
drive business performance.**



The Business Case for Diversity, Equity, & Inclusion

DEI Builds Brand.

A diverse, inclusive workforce and culture **builds a brand that is attractive to consumers and talent** alike – and enhances your company's reputation, market reach, and **competitive advantage** in connecting with consumers and **aspiring talent**.

67% of job seekers consider workplace diversity an important factor when considering employment opportunities.

More than **50%** of current employees want their workplace to do more to increase diversity.



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Kantar found that **59%** of consumers say it's important that the companies they buy from actively promote diversity and inclusion.

Amongst younger millennials, **70%** claim that more diverse casting in ads is a key driver of preference.



The Business Case for Diversity, Equity, & Inclusion

DEI Boosts Creativity and Innovation.

Diverse people with diverse backgrounds, skills, and experience approach things from diverse perspectives and points of view. An inclusive culture welcomes those perspectives, encourages them to contribute, and opens the door to new and possibly innovative ideas.

Diverse teams are **33%** more likely to generate higher profits,

are **70%** more able to capture new markets, and

create **19%** more revenue through innovation.



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DEI Powers Productivity.

The blend of diverse perspectives, skills, and experience and boost in creativity and team dynamic, combine to power a team that now communicates more effectively, builds trust, agility, and works more efficiently to produce results.



The Business Case for Diversity, Equity, & Inclusion

DEI Improves Team Relationships and Dynamics.

An inclusive culture creates **opportunities** for people in your company to know different dimensions of one another, relate to one another, and work together in ways that remove barriers such as, but not limited to, race, religion, sexual orientation, age, ability, or education.

Organizations with **above-average diversity** and levels of employee engagement **outperform** companies with below-average diversity and engagement.

This creates an increase of

46% to **58%**

in **team productivity** and **satisfaction**.



The Business Case for Diversity, Equity, & Inclusion

DEI Attracts and Retains Talent.

A diverse workforce is attractive to aspiring talent. An inclusive culture encourages and is intentional about personal and professional development that today's talent expects from employers. **A diverse and inclusive culture is a key reason that employees stay on the job.**

Only **56%** of the 87 million millennials in the US are white.

The white working-age population has declined to **63%** of the total pool.

The number of minority workers has **doubled** since 1980.



The Business Case for Diversity, Equity, & Inclusion

DEI Reduces Risk.

A diverse, equitable and inclusive culture that nurtures better communication and builds trust among people can help employees manage their unconscious biases and modify behaviors that lead to workplace discrimination, harassment, and bullying – and expose your company to litigation.

77% of disabled employees and **80%** of leaders choose not to share their disability at work.

In addition, **46%** of LGBTQ+ employees are closeted while at work,

while **75%** of employees feel the need to mask or downplay their differences.



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The 2022 Annual Litigation Trends

Survey found **heightened litigation risk** in 3 key areas:

- employment and labor
- cyber and data protection
- **diversity, equity and inclusion (DEI)**



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Firms who invest in DEI with ownership up through the highest ranks of the workforce can:

- experience **less employee discrimination**
- significantly **avoid business penalties**
- run **less reputational risk**



The Diversity, Equity, & Inclusion

