“DIVERSITY: THE ART OF THINKING INDEPENDENTLY TOGETHER.”

—Malcolm Forbes
UNDERSTANDING DIVERSITY AND INCLUSION.

TAKE THE D&I CONVERSATION BEYOND REPORTING AND MAKE IT A PART OF YOUR BRAND AND ALL OF ITS COMMUNICATIONS.
FOUR PILLARS OF DIVERSITY

PEOPLE
Leverage talent of employees, resource groups, mentoring, philanthropy, fairness

LEADERSHIP
Reflect the marketplace and build reputation, accountability for results, personal communications, visibility

COMMUNITIES
Increase innovation and group performance, workforce breakdown, recruitment, diameter of existing talent, structures

SUPPLIERS
Improve financial performance, spend with companies owned by people from underrepresented groups, accountability, support
OVERVIEW

TOPICS ABOVE AND BELOW THE DIVERSITY WATER LINE

Things employees typically keep above the surface

Things employees typically keep below the surface

Things employees typically struggle to bury deep or cover up in the workplace
Respect
Variety
Innovation
Invention
Equality
Understanding
Versatility
Acceptance
Support
Revolution
Refinement
Personality
Balance
Expansion
Perspective
Culture
Ambition
Accountability
Transparency
Partnership
Engagement
DIVERSITY DRIVES RELATIONSHIPS.

IT INCREASES CONNECTIONS WITH YOUR EMPLOYEES, CUSTOMERS AND MERCHANTS—AND ULTIMATELY YOUR REVENUE.
DIVERSITY HELPS RETENTION.

Employees like knowing they work for a company that has an inclusive workforce that supports equality.

Companies with more diverse teams have a 22% lower turnover rate than those with homogeneous teams. (Source: Fast Company)
DIVERSITY FOSTERS INNOVATION.

DIVERSITY CULTIVATES A MORE CREATIVE AND INNOVATIVE WORKFORCE BY BRINGING TOGETHER DIFFERENT PERSPECTIVES, BACKGROUNDS AND EXPERIENCES.

Well-managed diverse work teams produce results that are 6 times higher than homogeneous teams.

(Source: Diversity Best Practices)
FINDINGS

DIVERSITY INCREASES PROFITABILITY.

It leads to greater return on capital investment, increase in return on sales and return on equity.

Publicly traded companies on the DiversityInc Top 50 List outperform the S&P 500 by 29% over one year and 80% over 10 years, and outperform the Dow Jones Industrial Average by 20% over one year and 50% over 10 years.

(Source: DiversityInc)
FINDINGS

PERFORMANCE

COMPANIES WITH AT LEAST THREE WOMEN DIRECTORS HAVE EXPERIENCED:

- **66%** increase in return on capital investment
- **42%** increase in return on sales
- **53%** increase in return on equity

(Source: Fast Company)

A 1% increase in gender diversity has proven to result in a **minimum 3% increase in sales revenues**.
(Source: Diversity Best Practices)

Companies with skilled inclusive leaders are **45% more likely to see an increase in market share** and **70% more likely to capture a new market**.
(Source: Center for Talent Innovation)

Companies with women CEOs experience a **50% increase in stock** and a **25% increase in the S&P 500**.
(Source: Catalyst)

Companies driving innovation by leveraging various perspectives **meet product revenue targets 46% more often** and **product launch dates 47% more often than industry peers**.
(Source: Diversity Best Practices)

Fortune’s most desirable employers for women outperform industry medians on **profits as a percentage of revenue (+55%)**, **profits as a percentage of assets (+50%)** and **profits as percentage of equity (+59%)**.
(Source: Catalyst)
FINDINGS

ENGAGEMENT

- 37%
Operating income is 37% lower for companies with disengaged employees.

- $3,400
Disengaged employees cost $3,400 for every $10k in annual sales.

- 3x
Engaged companies experience profits up to 3 times faster.

- 2x
Engaged companies experience 2 times lower turnover, 2 times higher productivity and 2 times customer loyalty.

87%
PERCENTAGE OF EMPLOYEES WHO DO NOT FEEL ENGAGED AT WORK.
(Source: Gallup)

83%

FINDINGS

WORKFORCE

41%
Percentage of managers who say they are “too busy” to implement diversity initiatives.

35%
Racially diverse teams outperform non-diverse ones by 35%.

10%
More revenue is earned by bilingual employees.

5 GENERATIONS
Number of generations that now coexist in the workplace.
DIVERSITY AND INCLUSION SURVEY


FINDINGS

79% Executives who believe diversity initiatives have a positive impact on company culture.

85% Large global corporations that believe diversity is crucial to fostering innovation in the workplace.

35% Companies in the top quartile for racial and ethnic diversity are 35% more likely to have financial returns above their respective national industry medians.

83% Executives who believe a diverse workplace improves their company’s ability to capture and retain a diverse client base.

McKinsey’s latest report examined proprietary data sets for 366 public companies across a range of industries in Canada, Latin America, the United Kingdom and the United States.
WHO’S DOING IT

Citigroup has been doing D&I reporting since 1999.
Chapter Three:
HOW TO GET THERE
HOW TO GET THERE

ERG PROGRESSION MODEL℠

Offers a living, breathing framework supporting ERG/BRG leader competencies to meet annual objectives in alignment with enterprise goals as well as support and enhance D&I mission, vision and values.
INCREASE INTERNAL DIVERSITY AND INCLUSION EFFORTS

Strengthening your culture by focusing on employee engagement, cultivating innovation and creativity, and building an inspired workforce.
REPORT YOUR FINDINGS AND PRACTICES

Spreading your message across various platforms to connect with internal and external stakeholders.

BRANDING STRATEGY AND EXECUTION

D&I REPORT AND ERG REPORT DESIGN AND STRATEGY

INTERACTIVE REPORT WEBSITES, MICROsites, INTRANETS AND OTHER RESOURCES

COMMUNICATIONS AND MARKETING MATERIALS
Curran & Connors is a full-service, creative agency specializing in corporate reporting, communications, branding and digital solutions. Merging a strategic business approach with creative excellence, we solve the highest stakes communications and design challenges. We deliver memorable experiences and produce measurable results for our clients and their stakeholders.

Jennifer Brown Consulting is a certified woman- and LGBT-owned strategic leadership and diversity and inclusion consulting firm, specializing in the future of the workforce and workplace, and dedicated to building more inclusive workplaces where all kinds of talent can feel welcomed, valued, respected and heard℠.
INDUSTRY LEADERS: JENNIFER’S NEW BOOK

INCLUSION: DIVERSITY, THE NEW WORKPLACE, AND THE WILL TO CHANGE

An Amazon Best Seller