

_____ YOU _____

TOP 10 REASONS

SHOULD CARE ABOUT

DIVERSITY & INCLUSION

INCLUSION

INCREASE DIVERSITY

INCREASE



ETHNIC DIVERSITY HELPS YOU

BEAT YOUR

COMPETITION

Companies in the top quartile for racial and ethnic diversity are **35%** more likely to have **financial returns** above their respective national industry medians.¹

THERE'S AN INNOVATION

ADVANTAGE

WHEN IT COMES TO INCLUSION

An executive survey found that 95% of leaders believe a

culture of diversity and inclusion contributes to innovation.2

MILLENNIALS:

WHAT MATTERS TO THEM

SHOULD MATTER TO

Millennials are the most diverse generation in U.S. history, and will be roughly **50%** of the U.S. workforce in 2020,³ and **75%** of the global workforce by 2030.⁴

86% of female and **74%** of male millennials consider employers' policies on diversity, equality and inclusion when deciding which company to work for.⁵

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Researchers estimate that transitioning from a single-gender office to an office evenly split between men and women would translate to a whopping 41% revenue gain.⁶

UP YOUR SHARE PRICE...

PUT MORE

 $\frac{1}{2}$ WOMEN + $\frac{1}{2}$ MEN =

WQMEN
INCHARGE

For profitable firms, a move from no female leaders
to 30% representation is associated with a 15%
increase in net revenue margin.7

ACCESSIBILITY

GETS YOU ACCESS

TO THE WORLD'S LARGEST

MINORITY GROUP

More than a billion people – about **15%** of the world's population – are estimated to live with some form of

disability.8 The size of the U.S. disabled population — **54M**people — surpasses Hispanics, African Americans and
Asian Americans, as well as Generation X and teens.9 They
represent more than **\$200B** in discretionary spending.10

LOYALTY COMES IN THE FORM OF

71% of lesbian, gay, bisexual and transgender (LGBT) people say they would **stay loyal** to a brand that supports the LGBT community, even if it was less convenient or more expensive. 11 The combined **buying power** of the U.S. LGBT adult population is estimated at \$917B. 12

\$900B -

HIRE A VET

GET HIGHER REVENUE

Veterans perform 4% higher than the average employee, and

IGNORING INCLUSION IN TECH COMES WITH A \$16B PRICE TAG

have **3%** less turnover. For a company with 1K employees averaging \$150K in revenue per employee, that translates to a difference of **\$7.3M** annually.¹³

Unfair treatment is the single largest driver of turnover in tech, costing companies \$16B per year in employee replacement costs. Diversity and inclusion initiatives can improve culture and reduce turnover. A survey of tech industry leavers found that 57% would have stayed if their company had taken steps

to make the culture more fair and inclusive. 14

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Veterans."

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