

# DIVERSITY & INCLUSION IS GOOD FOR BUSINESS

## What does it mean?

### DIVERSITY

...IS BEING INVITED TO  
THE PARTY

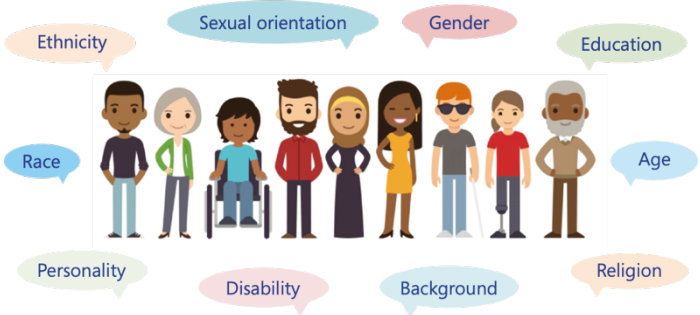
### INCLUSION

...IS BEING ASKED TO  
DANCE

### BELONGING

...IS DANCING AS IF  
NO ONE'S WATCHING

Inspired by Vernā Myers, VP, Inclusion Strategy at Netflix



It means to value and  
provide equal opportunities  
to everyone.

It also means to create inclusive  
solutions for an inclusive  
marketplace.

**85%**

of companies with a  
formal D&I program  
show an improved  
bottom line\*

**33%**

is how much more  
productive businesses  
can be with a diverse  
workforce\*

**43%**

of businesses which have  
diverse boards are more  
likely to realise  
higher profits\*

\*Sources: McKinsey & Company, PwC

## Benefits of D&I

INCREASES  
PRODUCTIVITY



ATTRACTS  
TALENT



EXPANDS  
INNOVATION



BUILDS  
REPUTATION



REDUCES  
TURNOVER



## 3 steps to get you started

### 1. DIVERSIFY YOUR WORKFORCE

Define the hiring process, which is fair and transparent to everyone.

### 2. BUILD INCLUSIVE CULTURE

Foster embracing differences; encourage respectful company culture; bring awareness through training and seminars about inclusion; broadcast success stories.

### 3. MEASURE EFFECTIVENESS

Define and measure simple and clear goals and objectives.