

# 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

Ethnicity

Sexual orientation

Gender

Education

Race



Age

Personality

Disability

Background

Religion

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.