



the  
*diversity dividend*  
WOMEN of COLOR

More customers, increased sales revenue, and a larger share of the marketplace have all been linked to a racially diverse workforce.<sup>1</sup>

*a changing* LABOR FORCE

The percentage of women of color in the labor force is growing.

PROJECTED CHANGE BETWEEN 2012-2022<sup>2</sup>



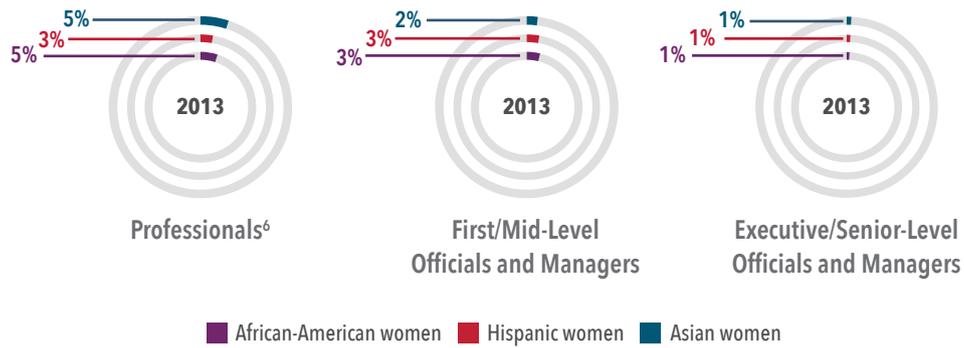
*an untapped* TALENT RESOURCE

Women of color are earning more degrees than ever.

DEGREES EARNED



THE PIPELINE IS LEAKY:  
WOMEN OF COLOR ARE UNDER-REPRESENTED AT THE HIGHEST LEVELS<sup>5</sup>



*expanding* OPPORTUNITIES

Creating an inclusive workplace where women of color can achieve their full potential maximizes your talent pool and increases innovation.

WHAT CAN YOUR ORGANIZATION DO?

- Address unconscious bias every day.<sup>7</sup>
- Create an inclusive culture through open dialogue, mentoring, and celebrating differences.
- Develop metrics and accountability for advancing women of color.

SOURCES:

1. Cedric Herring, "Does Diversity Pay?: Race, Gender, and the Business Case for Diversity," *American Sociological Review*, vol 74 (April 2009).
2. Bureau of Labor Statistics, "Table 3.4: Civilian Labor Force by Age, Sex, Race, and Ethnicity, 1992, 2002, 2012, and projected 2022," *Employment Projections* (2013).
3. National Center for Education Statistics, "Table 322.20: Bachelor's Degrees Conferred by Postsecondary Institutions, by Race/Ethnicity and Sex of Student: Selected Years, 1976-77 Through 2011-12," *Digest of Education Statistics 2013* (2013).
4. National Center for Education Statistics, "Table 323.20: Master's Degrees Conferred by Postsecondary Institutions, by Race/Ethnicity and Sex of Student: Selected Years, 1976-77 Through 2011-12" *Digest of Education Statistics 2013* (2013).
5. U.S. Equal Employment Opportunity Commission (EEOC), *2013 Job Patterns for Minorities and Women in Private Industry, National Aggregate Report*.
6. EEOC defines professional jobs as those requiring college degrees or a comparable experience. EEOC, "Job Patterns for Minorities and Women in Private Industry: A Glossary."
7. Catalyst, *How to Combat Unconscious Bias as Leader in Your Organization* (December 11, 2014); Catalyst, *How to Combat Unconscious Bias as an Individual* (February 11, 2015).

