

# THE BUSINESS CASE FOR DEI

Companies with diversity, equity, and inclusion policies are 25–35% more likely to outperform in profitability and have up to a 20% higher rate of innovation. They also have a 30% greater ability to spot and reduce business risk, according to the World Economic Forum's Diversity, Equity, and Inclusion Forum 4.0 (June 2020).

## Impact of diversity on team performance

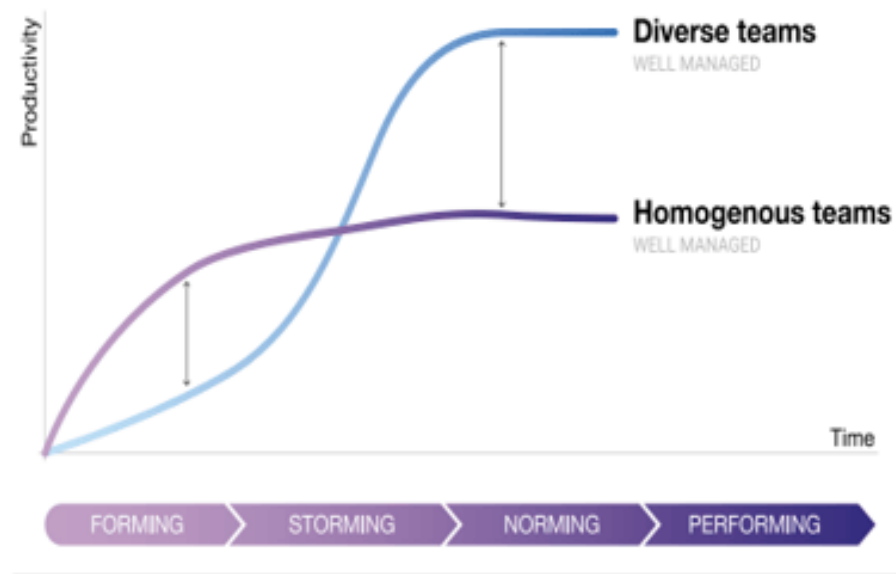
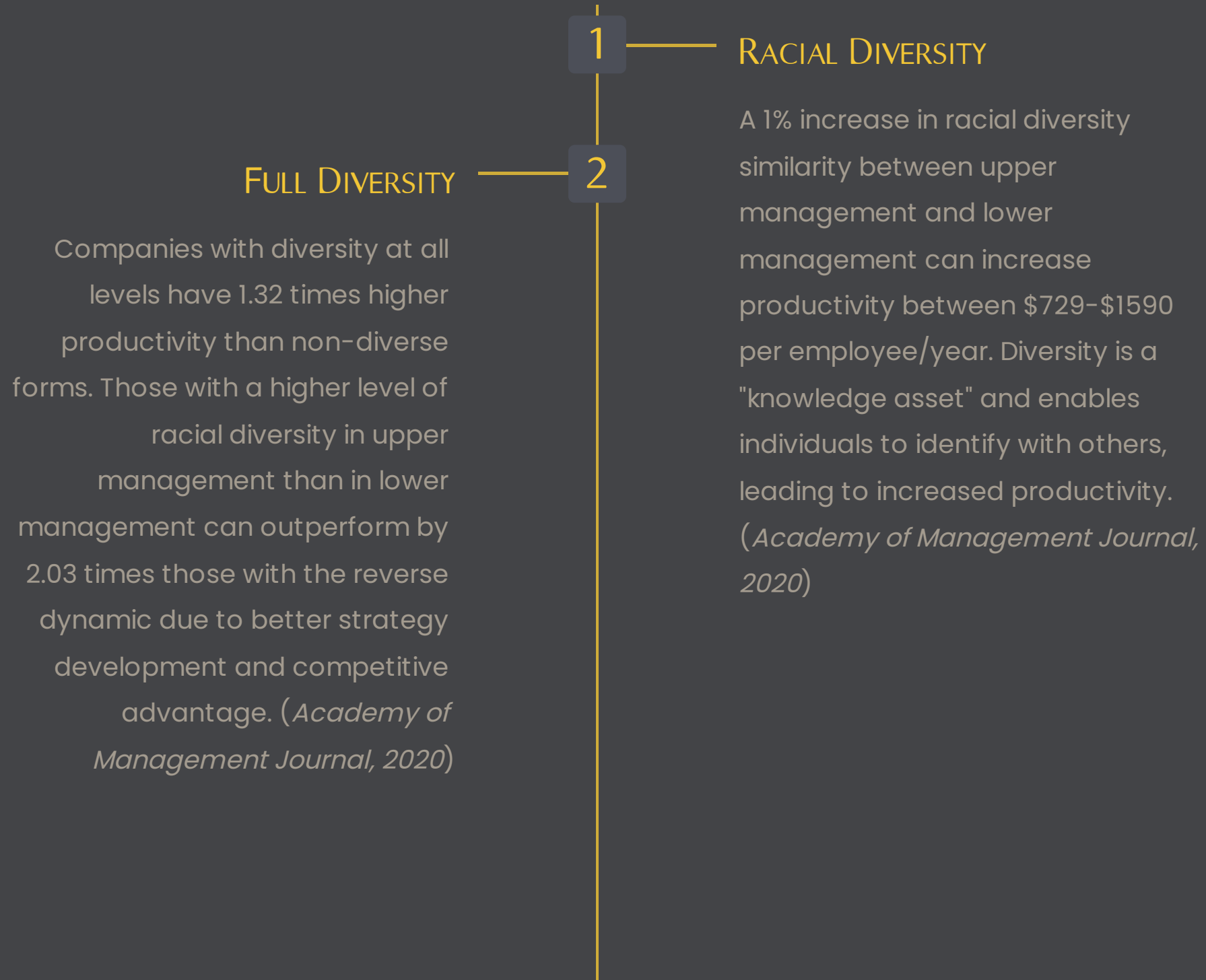


Figure 1: Impact of diversity on team performance  
Source: Korn Ferry Institute, 2019



by Marnie Van Wyk

# DIVERSITY DRIVES PRODUCTIVITY



# GLOBAL DEI ISSUES

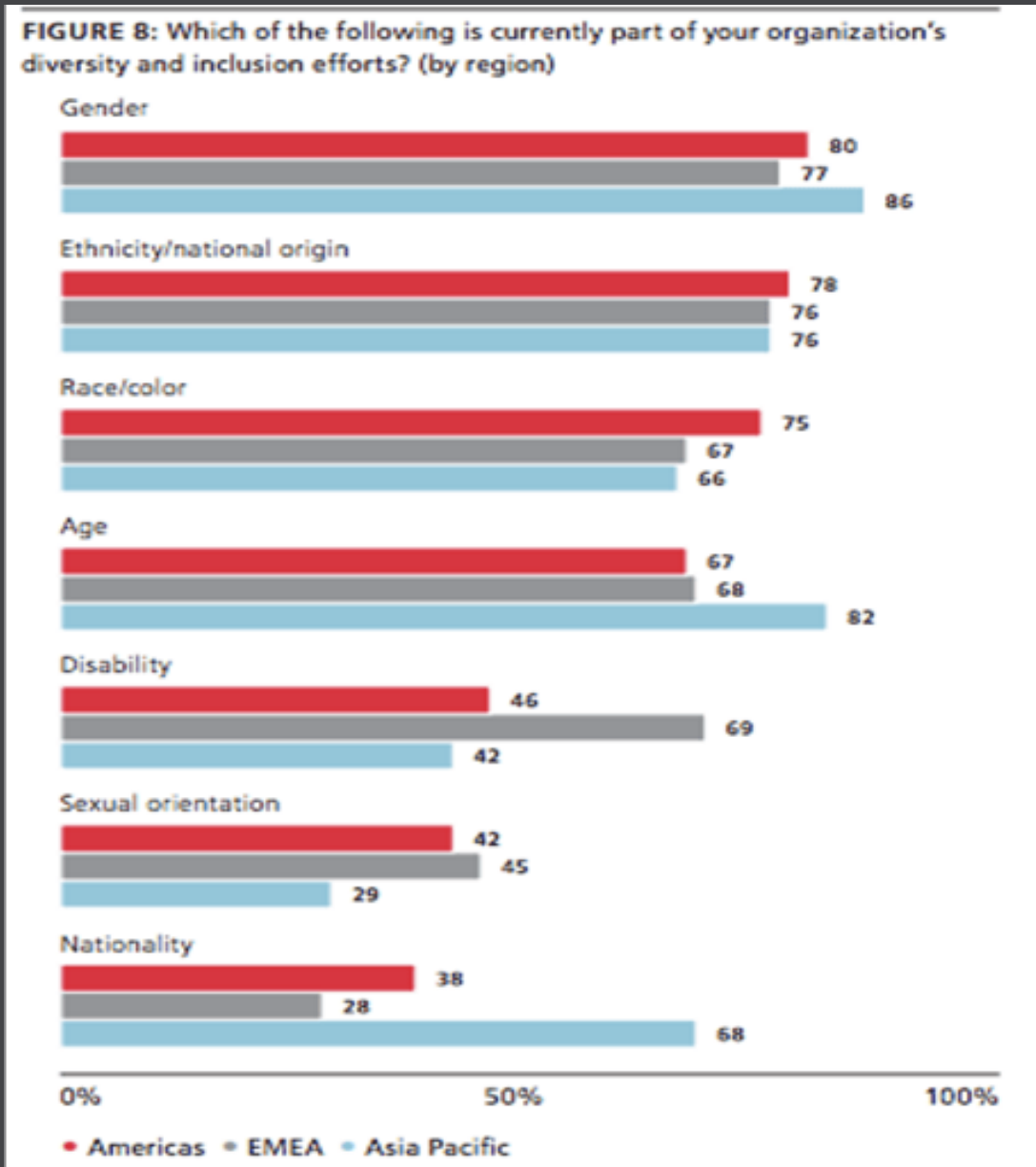
## COMMON THEMES:

Gender, ethnicity, and race are common themes of diversity, equity, and inclusion efforts in organizations worldwide.

Additional priorities may include age, nationality, and disability representation.

## REGIONAL PRIORITIES:

In different parts of the world, organizations may place priority on addressing specific diversity and equity concerns.





# GLOBAL SURVEY

4,368 FROM 14 COUNTRIES

OF EMPLOYEES WITH  
**LEVELS** OF INCLUSIVE  
TEAM NORMS

CATALYST INCLUSION  
ACCELERATOR, 2021.

**16%** OF EMPLOYEES WITH  
**LOW LEVELS** OF INCLUSIVE  
TEAM NORMS



REPORT **HIGH LEVELS** OF  
TEAM INNOVATION





# PROGRESS STRATEGIES

1

## AIRBNB

Held "Lightning Talks" to showcase diversity and contributions of women in data science, which sold out. Blog posts resulted in more women applying to join the Airbnb culture.

2

## PAREXEL

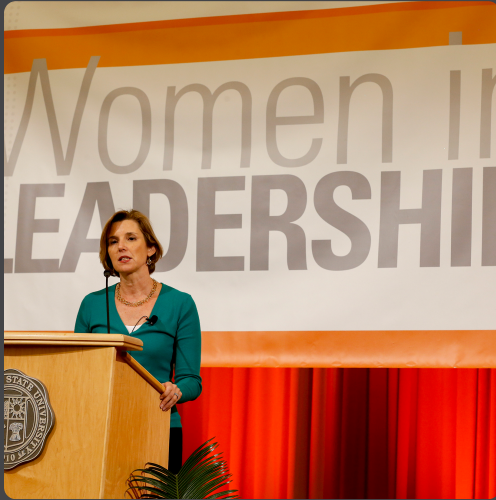
Hired its first global head of Diversity, Equity, and Inclusion and started an initiative to increase representation of women leaders at the highest levels, which resulted in a significant increase in the number of women in senior leadership positions between 2014 and 2021.

3

## ESTEE LAUDER

Established 30 employee resource groups and implemented policies like 20 weeks paid parental leave, \$10,000 for adoption assistance, and \$20K/year fertility treatment.

# WOMEN-LEADERS AND COVID-19



## FORBES:

According to Avivah Wittenberg-Cox, countries with female leaders did better in terms of COVID-19 response thanks to a new leadership style that offers promise for a new era of global threats.



## NYT:

The leadership style of women-led nations may have been a factor in their success in handling the pandemic. Amanda Taub wrote about this for the New York Times in May, noting "The empathy and caring often attributed to women is an asset in a crisis where so many people are suffering."



## MEDICAL EXPRESS:

Recent research (Trinity College Dublin) has shown that countries with female leaders had six times fewer COVID-19 deaths on average than those led by men.

# DEI BEST PRACTICES

Company	DEI Action Steps
PepsiCo	Hires diverse suppliers, leverages diverse groups to inform product development, requires diversity training for managers, and tracks diversity metrics to measure progress towards goals.
Intel	Develops inclusive design and hiring strategies, sources from diverse suppliers, and requires diversity training for all employees.
Accenture	Establishes diversity initiatives like hiring and employee resource groups, maintains diversity targets across the company, and tracks progress.

# DEI AND ENTREPRENEURSHIP

## ADVANTAGES FOR ENTREPRENEURS

In addition to the potential for increased productivity and profitability, entrepreneurs who prioritize diversity, equity, and inclusion can also differentiate their business offerings, attract customers with aligned values, and access broader investor networks.

## STARTUP DIVERSITY STATS

- In 2019, only 2.7% of venture capital went to female-founded startups.
- Less than 1% of venture capital was raised by Black female founders in 2019.
- The Richard Kerby study found that only 1% of VC-backed startups were led by a Black CEO from 2013–2018.

A photograph of two women sitting together, looking at a screen. The woman on the left is wearing glasses and a patterned top, smiling. The woman on the right is also wearing glasses and a purple top, looking towards the screen. They appear to be in a collaborative work environment.

# CREATING AN INCLUSIVE WORKPLACE

## 1 UNDERSTAND EMPLOYEES' NEEDS

Organizations can conduct surveys and anonymous feedback sessions to gain insight into employees' experiences in the workplace.

## 2 IMPLEMENT DEI STRATEGIES

Develop and implement DEI training for management, establish employee resource groups, and offer benefits like flexible work schedules and paid parental leave.

## 3 ENCOURAGE ACTIVE LISTENING

Leaders should listen and respond to employee feedback without judgment and work on creating an inclusive culture where employees feel safe to express their thoughts and experiences.