



Understand the Strategic Importance of DEI in Organizational Success

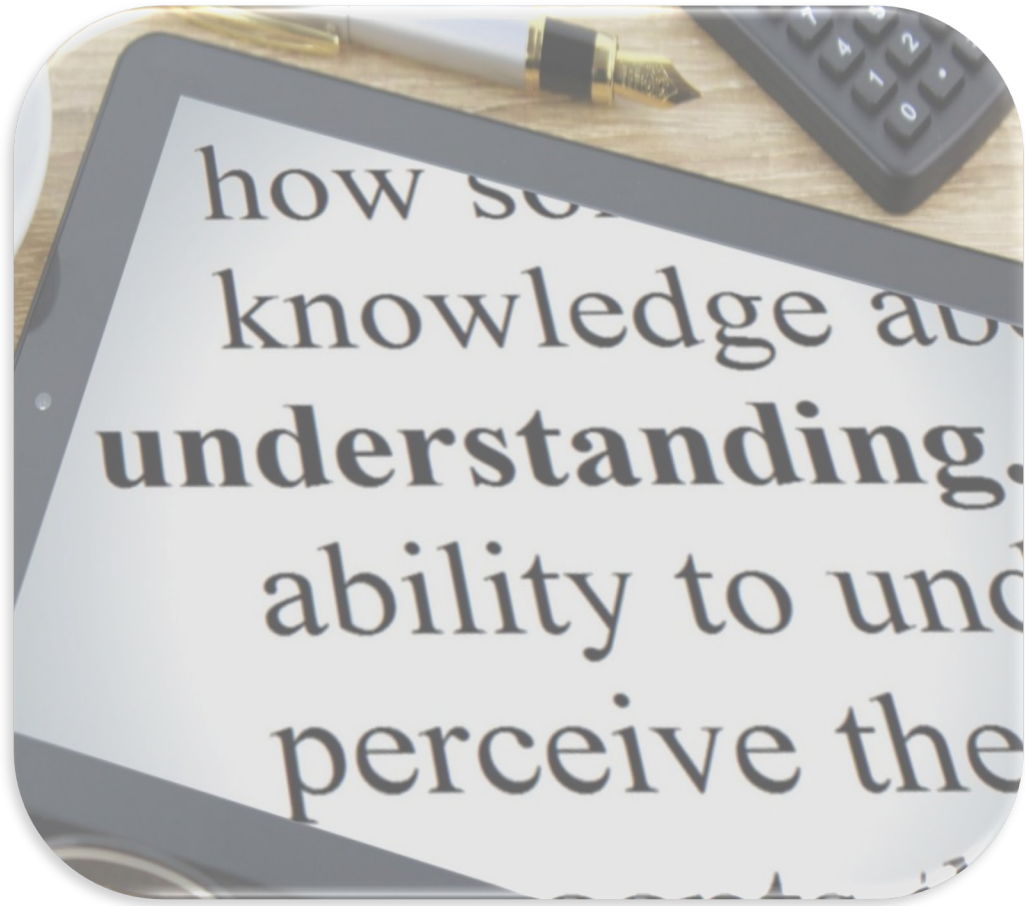
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Moment of Reflection

When have you felt like your belonged - when you saw yourself in others?

When have you not felt like you belonged – when you didn't see yourself in others?





Learning Objectives

- Examine the impact of Diversity, Equity, Inclusion and Belonging (DEIB) on organizational performance and employee well-being.
- Identify the role of HR in aligning DEI initiatives with organizational goals.
- Explore tools and resources HR can leverage to support DEI efforts.



The Impact of DEIAB

DEIAB creates opportunities for growth by:

- Attracting and retaining top talent
- Reducing costs associated with turnover, absences, and low productivity.
- Gaining and keeping greater/new market share with an expanded diverse customer base.



EXHIBIT 1 | Companies with More Diverse Leadership Teams Report Higher Innovation Revenue

Companies with
below-average diversity scores



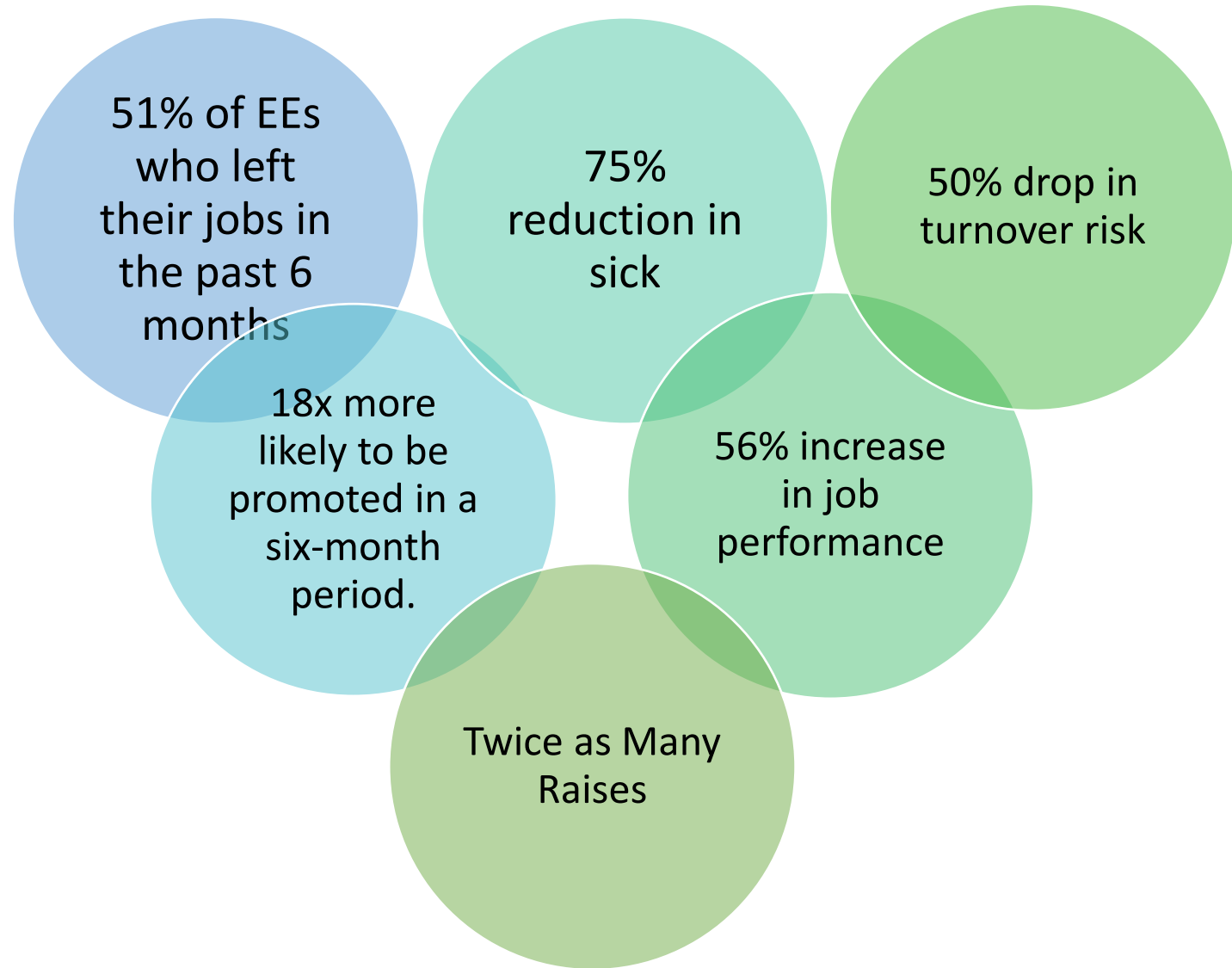
Companies with
above-average diversity scores



Source: BCG diversity and innovation survey, 2017 (n=1,681).

Note: Average diversity score calculated using the Blau index, a statistical means of combining individual indices into an overall aggregate index.

Productivity Impact



Profitability Impact

- Gender diverse companies are 15% more likely to outperform others.
- Ethnically diverse companies are 35% more likely to outperform others.
- U.S. Census projects “Minority/ Majority” (2045) spending power to increase \$3 trillion by 2030.



Employee Loyalty Impact

2x more
likely to
want to
stay.

6x more
likely to
endorse
their
workplace.

167%
increase in
employer
net
promoter
score.



Diversity and Inclusion is an Important Factor in Millennials' Job Search

Millennials are significantly more likely than older generations to consider the diversity and inclusiveness of a workplace to be an important criterion in their job search.

"If I were to look for a new job tomorrow, a diverse and inclusive workplace would be important in my job search" (% agree)

47*



Employed
Millennials

33



Employed
Gen Xers

37



Employed
Boomers

**Significantly higher than other generations*

What is HR's Role in DEIAB?





GOALS

ADVOCATE

METRICS

REPORTING



TALENT
DEVELOPMENT

EDUCATE

SAVE SPACE

MENTORSHIPS



POLICIES

PROCEDURES

PRACTICES

INCLUSIVE
LANGUAGE



CELEBRATE

COMMUNITY

CULTURE EVENTS



Tools and Resources:



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