

DIVERSITY AND INCLUSION PREVENTS INNOVATION LAG

With the changing consumer population and the impending entrance of Gen Z in the workplace, companies must adapt to disruptive innovation. Without a pulse on the ever-evolving societal norms and trends, your business or service may become obsolete such as:

Kodak



BORDERS.

GENDER & ETHNIC DIVERSITY IS TIED TO HIGHER RETURNS



Companies with at least **30%** female leaders had **6%** higher net margins.¹



Female CFOs generated **\$1.8 trillion more** in gross profit than their sector average.²



Women of color generate **\$1 trillion** as consumers and **\$361 billion** in revenue as entrepreneurs.³

There is a significant correlation between diversity and performance. Companies in the top 25th percentile for gender diversity on their executive teams are **21% more likely** to experience above-average profits.⁴

1. The Peterson Institute for International Economics

2. S&P Global Market Intelligence

3. Nielsen Report

4. McKinsey & Company

DIVERSITY BY THE NUMBERS

45%

Diverse firms are 45% more likely to report growth and market shares.

70%

Diverse firms are 70% more likely to capture new market shares.

33%

Companies with more culturally and ethnically diverse executive teams are 33% more likely to see better-than-average profits.

43%

At the board of directors level, more ethnically and culturally diverse companies were 43% more likely to see above-average profits.

D&I ATTRACTS AND RETAIN TOP TALENT

Organizations with a diverse staff and inclusive workplace have:



Thriving cultures and better employee morale



Added innovation and increased productivity



Higher retention rates, significant for growth and organizational success

67%

Glassdoor reports that 67% of job seekers feel diversity is important.

D&I ENHANCES CREATIVITY



It expands the questions you ask about customer needs



It develops better solutions to problems



It helps drive understanding of how consumers use your product or service



It encourages fresh ideas and varied strategies

Companies with above-average diversity on their leadership teams report a greater payoff from innovation and higher EBIT margins.

DID YOU KNOW?

High turnover rates among diverse employees are costing large corporations up to **tens of millions** of dollars each year.

POSITION TYPE	REPLACEMENT %	REPLACEMENT \$\$\$
CLERICAL \$38,000	65%	\$24,700
SKILLED HOURLY \$75,000	85%	\$63,750
CMO \$130,000	125%	\$162,500

% of employee's annual salary

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Strength lies in differences, not in similarities.

Stephen Covey