**winning with diversity trailer**

[00:00:00] [MUSIC] Welcome to Winning with Diversity, a podcast to help you be the diversity champion in your business. On this show, we bring on leaders from the diversity movement and DEI experts to give you actionable insights into how to align your diversity, equity, and inclusion initiatives to your overall business goals to positively impact the bottom line.

You have limited time, limited money and limited attention. And so you really have to look at the business case of everything you do, independent of how you feel about it. Personally, we think about culture and diversity equity inclusion is really a component of building a winning culture. Diversity equity, and inclusion is the right thing to do.

Absolutely. But from a business perspective, it just makes sense. When you think about innovation. So if you have a [00:01:00] culture of diversity and inclusion, those cultures generate 19% more revenue through innovation. What can 19% more revenue do? That's new lines of business. That's an opportunity to hire that next game changer sometimes.

So, how do you create an inclusive culture? How do you create an inclusive pipeline of talent, where you're recruiting the best and the brightest, and you keep them engaged in your organization? How can you win with diversity

I'm Shelley Willingham vice-president of business strategy at the diversity movement, and I'm here to help guide you through that process. Follow us now on Apple podcasts, Spotify, Amazon, or wherever you get your podcasts. And we'll see you soon with the first series DEI for the startup community. [00:02:00] .