

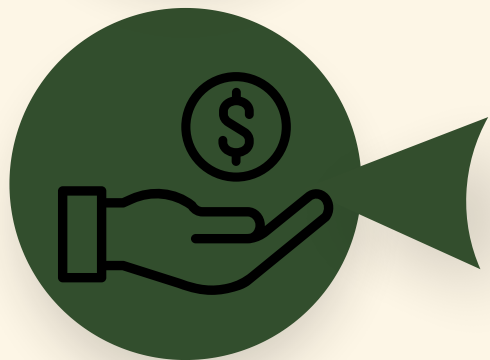
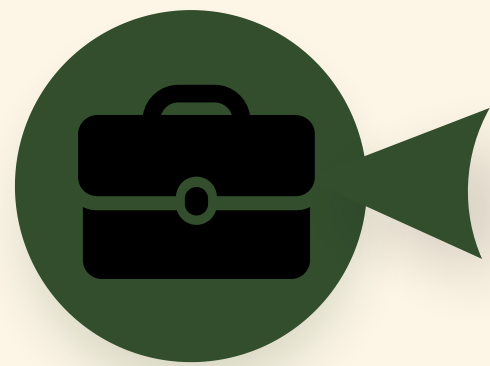
THE BUSINESS CASE

THE FINANCIAL IMPERATIVE OF DIVERSITY

★ 4 ★

BUSINESS ADVANTAGES

Understanding & responding to the diverse perspectives of stakeholders can give organizations competitive advantages.



New Product Development & Success

Enhancing diversity through product inclusion in an organization increases product development and success. This can be done by incorporating people from a variety of backgrounds.

Reducing Advertising Failures

Marketing campaigns can lead to dramatic increases in sales, but they can also lead to poor revenue & company embarrassment if companies don't invest in a diverse workforce.

Reducing Product Failures

Without diverse perspectives and experiences in designing and testing, products and their advertisements can fail users from systematically minoritized social groups.

Reducing Communication Failures

Communication failures can be the result of language, cultural, and physical barriers. Many of these happen from mistranslations and cultural blindness.



Diversity can lead to lower levels of discrimination, which is great for both employees & employers. Estimates suggest that discrimination costs \$64 billion annually. Diversifying employee composition leads to beneficial work environment financially & socially.

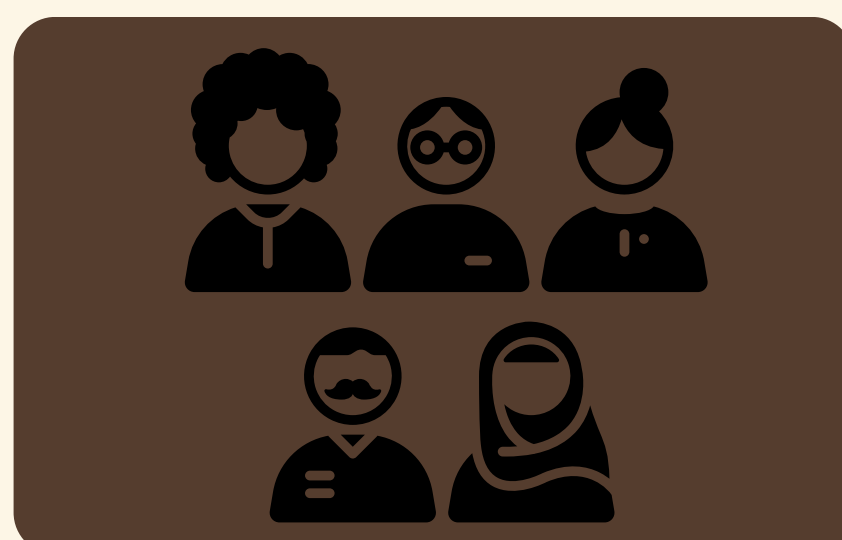


Team diversity can be positively associated with a number of outcomes such as greater innovation and improved decision-making. It can also be positively associated with happier employees, which is associated with greater team efficiency.

While the financial case for diversity is compelling, it is important to note that focusing too is often overly simplistic and potentially offensive.

MORE THAN FINANCE

When organizations focus too narrowly & exclusively on the business case – it commoditizes people from marginalized backgrounds, focuses too narrowly on profit & forgets about the arguments for justice & fairness..



Diversity benefits everyone in all levels of a company, both in finances & in the work environment.



WORKING TOGETHER