

## Beyond the Business Case for Diversity: Strategies for Promoting Equity and Inclusion for Women and Minority Leaders

- **Business Case for Diversity:**

McKinsey's data indicate that:

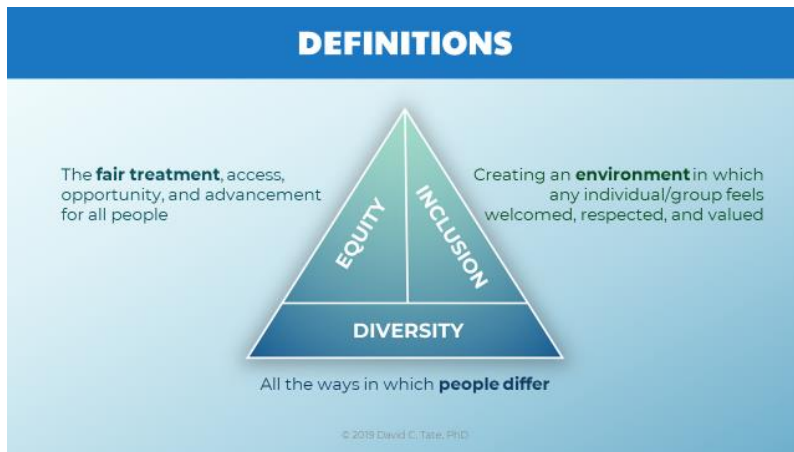
- ❖ Gender diverse companies out-perform less diverse ones by 15%
- ❖ Racially diverse teams out-perform less diverse teams by 35%



- ❖ **Examples:**

- **Hilton: Better Service.** “Openness and hospitality is a must in the hospitality business, where customers and employees come from all over the world.” - Christopher Nassetta, CEO
- **Clorox: Better Products.** The Hispanic Employee Resource Group helped innovate on products with fragrances that are appealing to Latino consumers
- **Deloitte: Better Thinking.** Promotes a “culture of courage” that allows people to experiment and grow diversity in thinking, perspectives, and problem solving.

- **Key Terms/Distinctions:**



**Diversity vs Inclusion:**

“Diversity is being asked to the party. Inclusion is being asked to dance.”  
–Verna Myers

“Diversity, or the state of being different, isn't the same as inclusion. One is a description of what is, while the other describes a style of **interaction** essential to effective teams and organizations.” –Bill Crawford, psychologist

- ❖ **Why Equity is Important:**

- Creating equity acknowledges that not everyone starts at the same point: members of many minority groups face challenges that make it more difficult for them to advance.
- It is difficult for people to feel *included* if they do not believe they are being treated fairly/equitably.

- ❖ **Why Inclusion is Important:**

- When people feel included, they feel respected, valued, and have a sense of belonging. They are more likely to voice their ideas/perspectives (leading to innovation), and they are also more inspired to work harder for the team.