10 Reasons to Focus on Diversity & Inclusion

1. **Advance Performance**
   - In a study performed by McKinsey and Company, companies in the top-quartile for ethnic/cultural diversity on executive teams were 33% more likely to have industry-leading profitability. ¹
   - **Firm Success Story:** AT Kearney

2. **Foster Innovation & Creativity**
   - Companies with two-dimensional (2-D) diversity (inherent and acquired) out-innovate others. Leaders who give diverse voices equal attention unleash value-driving insights, and employees in a “speak up” culture are 3.5 times as likely to contribute their full innovative potential. ²
   - **Firm Success Story:** RSM

3. **Evolve Productivity**
   - A McKinsey report that covered 366 public companies in a variety of countries and industries found that those which were more ethnically and gender diverse performed significantly better than others.
   - **Firm Success Story:** Plante Moran

4. **Competitive Advantage**
   - Companies with a diverse leadership team are 45% more likely to report a growth in market share over the previous year. Companies with a diverse leadership team are 70% more likely to capture a new market. ³
   - **Firm Success Story:** EY

5. **Grow Intellectually**
   - Diverse groups are 58% more accurate in problem solving as compared to homogenous groups. Collective and individual intelligence increases in diverse groups. ⁴
   - **Firm Success Story:** Crowe

6. **Demographic Shifts**
   - Generation Z is on track to be the nation’s most diverse and best-educated generation yet. Today, nearly half (48%) are non-white. ⁵
   - A CNBC article states that, “the traditional 9-to-5 office job doesn’t adequately support the lives millennials and Gen Zs want to live. They are flexible-work natives…”
   - **Firm Success Story:** Crowe

7. **Social Responsibility**
   - An increasing number of millennials believe that organizations have a moral obligation to give back to the society in ways that create an inclusive environment for everyone to participate and thrive. ⁶
   - **Firm Success Story:** Deloitte

8. **Market Demand**
   - A study of more than 1,300 full-time employees found that an inclusive culture is key to both hiring and retaining talent. 80% of respondents said that inclusion is an important factor in choosing an employer. Nearly a quarter of all respondents left jobs due to lack of diversity and inclusion. An inclusion strategy is key to retaining a diverse workforce. ⁷
   - **Firm Success Story:** Baker Tilly

9. **Talent Acquisition**
   - While 74% of executives view D&I as crucial to the success of their organization, most companies do not take advantage of D&I to attract top talent. ⁸
   - **Firm Success Story:** KPMG

10. **Cultivates Engagement**
    - 40% of people say that they feel isolated at work, and the result has been lower commitment and engagement. Belonging is linked to a 56% increase in job performance, a 50% drop in turnover risk, and a 75% reduction in sick days. ⁹
    - **Firm Success Story:** KPMG

¹ Delivering through diversity, McKinsey and Company, 2018
⁴ Pew Social Trends, 2018
⁵ Institute for Public Relations, 2017
⁶ Russell Reynolds D&I Pulse Survey, 2017
⁷ Firm Success Story: Deloitte
⁸ Firm Success Story: Crowe
⁹ Firm Success Story: EY