

Building a Business Case for Diversity: Does Diversity Really Pay?

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Creating B.R.A.V.E. Spaces

We strive to provide a **B.R.A.V.E.** space for everyone making sure to understand and honor **Boundaries**, to be **Respectful/Reflective** of the processes learned within the space, to **Advocate** for ourselves and each other, to ensure that personal things are **Vaulted** and confidential (as needed) and to **Empower** everyone to be themselves and accept others for who they are.

Discussion

1. What does a diverse workforce look like?
2. Would you describe your workplace as diverse?
3. How are you measuring your diversity? Can that be translated into a dollar amount?

What's the difference between looking diverse and being diverse?



What is Bias?

Bias is a disproportionate weight in favor of or against something or someone. Biases can be innate or learned and can result in harmful prejudgements that can lead to discriminatory practices. People may develop biases for or against an individual, a group, or a belief.



✦ Implicit Bias

Refers to the **unconscious** associations, attitudes and beliefs that are held towards someone or something. Implicit biases occur outside of our conscious awareness and control.

✦ Explicit Bias

Refers to biases that we are aware of on a **conscious** level. With explicit biases, individuals are aware and clear about their feelings and attitudes, and related behaviors are conducted with intent.

Cycle of Socialization

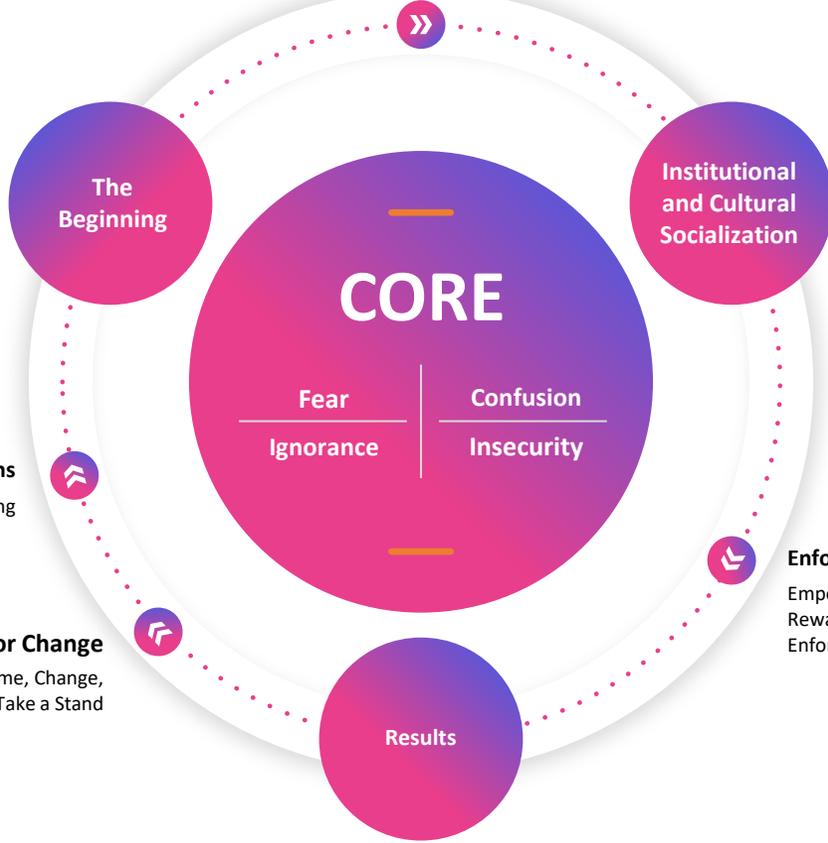
First Socialization

Taught on a Personal Level by Parents, Relatives, Teachers, People We Love and Trust: Shapers of Expectations, Norms, Values, Roles, Rules, Models of Ways to Be, Sources of Dreams

The Beginning

- Born into World with Mechanics in Place
- No Blame, No Consciousness, No Guilt, No Choice
- Limited Information
- No Information
- Misinformation

- Biases
- Stereotypes
- Prejudices
- History
- Habit
- Tradition



Reinforced/ Bombarded with Messages from

Institutions

- Churches
- Schools
- Television
- Legal System

Culture

- Mental Health
- Medicine
- Business
- Practices
- Song Lyrics
- Language

- Media
- Pattern of Thought

On Conscious and Unconscious Levels

Actions

Don't Make, Waves, Promote, Status Quo, Do Nothing

Direction for Change

Educate, Interrupt, Raise Consciousness, Reframe, Change, Question, Take a Stand

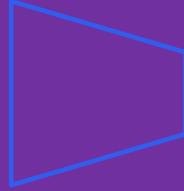
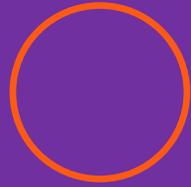
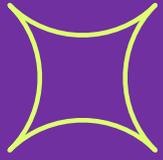
Enforcements

Empowerment, Discrimination, Persecution, Privilege, Rewards and Punishments, Stigmatized, Sanctioned, Enforced

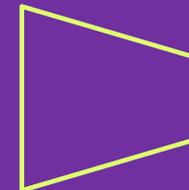
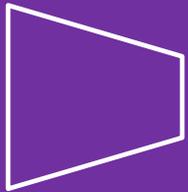
Resulting In

Dissonance, Silence, Anger, Dehumanization, Guilt, Collusion, Ignorance, Self-Hatred, Stress, Lack of Reality, Horizontal Violence, Inconsistency, Violence, Crime, Internalization of Patterns of Power

Harro, B. (1997). Teaching for Diversity and Social Justice, New York: Routledge

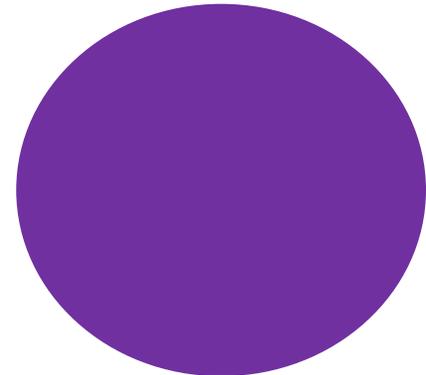


Creating a Business Case for Diversity



Buying Power (U.S.)

- In 2016 U.S. based Latino/a/x buying power was larger than the gross domestic product (**GDP**) of Mexico
- Black/African American buying power is **1.5 trillion** up from 1.2 trillion in 2016
- The combined buying power of Black/African American, Asian Americans and Native Americans was **2.2 trillion** in 2016
- The U.S. Latino/a/x spending market is larger than the GDP of Mexico and the economies of **14 countries** in the world
- Black/African American comprises **8.8%** of the nation's total buying power

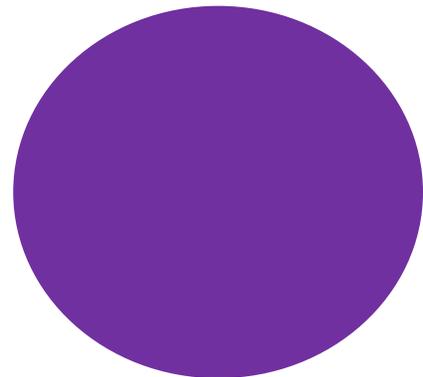


Labor Force

- Millennials are one of the most **racially and ethnically** diverse group in today's workforce (ages 24-40)
- **76%** of Millennials appreciate the influence other cultures contribute to the American way of life. That's nearly **15%** more than the outgoing Baby Boomer generation
- **Globalization** has contributed to rapid growth in industries, increased outsourcing and a need for multicultural savvy leadership
- By 2030, **75%** of the labor force will be made up of Millennial and Generation Z workers (ages 20-49)

Minority Growth *(U.S. projection)*

- By 2039 the working-age population will become more than **50%** minority and by 2050 will constitute **55%** of the population.
- Between 1972 and 2012, the number of female identified professionals grew from **37%** to **47%**, which represented **25%** of the nation's GDP at the time
- **25%** of your labor force will be over 55
- Over **87%** of successful businesses interviewed in a Forbes research in 2017 said that a diverse workforce was the key to innovation and creativity
- By 2050 **62%** of the nation's children will be minorities, up from **44%** today

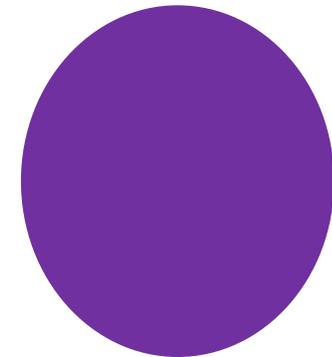


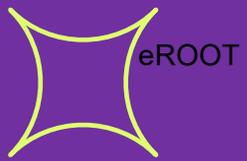
Performance

- **Diversity** widens our access to the best talent. **Inclusion** allows us to engage talent effectively. Together, this leads to enhanced *innovation, creativity, productivity, reputation, engagement and RESULTS*
- Businesses with a healthy balance of men and women are **21%** more likely to outperform their competitors
- Businesses with a good mix of ethnic backgrounds are **33%** more likely to outperform their competitors
- Teams that are *gender, age and ethnically diverse* make better decisions up to **87%** of the time
- **69%** of millennials whose leaders or senior management teams are diverse feel their workplaces are both more stimulating and motivating
- Given predictions, by 2023, customer experience will become a top priority for companies, overtaking both product and price in importance

Performance (cont.)

- Companies that have higher degrees of racially and ethnically diverse employees have a **35%** performance advantage over companies relying on a "*culture fit*" that tends to trend white and mono-cultural.
- In the United States, there is a linear relationship between racial and ethnic diversity and better financial performance: for every **10 percent increase** in racial and ethnic diversity on the senior-executive team, earnings before interest and taxes (EBIT) rise **0.8%**.
- **Racial and ethnic diversity** has a stronger impact on financial performance in the United States than **gender diversity**.
- While certain industries perform better on gender diversity and other industries on ethnic and racial diversity, *no industry or company is in the top quartile on both dimensions*.
- The unequal performance of companies in the same industry and the same country implies that **diversity** is a **competitive differentiator** shifting market share toward more diverse companies.

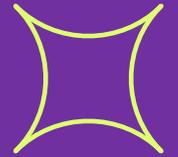
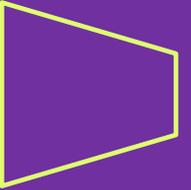




Targeting vs Centering

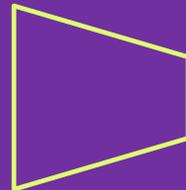


Community Engagement



Positional Leadership & Authority

Product Design



Inclusion is NOT Exclusive



Goals

Determine what the goal is for multiculturalism

Culture

Communicate the company culture

Language

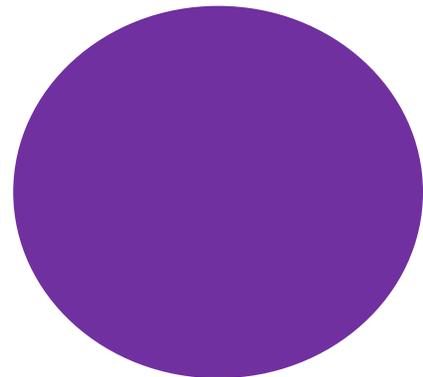
How does your written AND unwritten cultural language translate to others

Barriers

Plan for difficult and expect it

Top Down Strategy

- DEI is **NOT** an HR program or initiative, this must be linked to a comprehensive business plan
- Cultural competence: The ability to understand, appreciate and interact with people from cultures or belief systems different from one's own
- Take your own advice. Ensure your C-suite and Boards also reflect your commitment to DEI.
- **69%** of executives rate DEI as important to the direction of the organization
- Executives shouldn't be consumed with training and facilitation **ONLY**. They should be thinking of innovative and creative ways to tie DEI into the business strategy and ensure that managers are well equipped to also do the work.



4 C's

“Inclusion is not a matter of political correctness. It is the key to growth” ~Rev. Jesse Jackson

1

Competence

Build your knowledge base

2

Compassion

Empathize AND Act

3

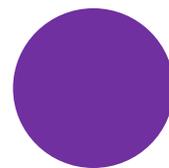
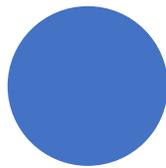
Commitment

Create trust and stand by your word

4

Construct

Uplift and build up others while creating new pathways





Q&A

If you'd like to connect with me
please use my media platform

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