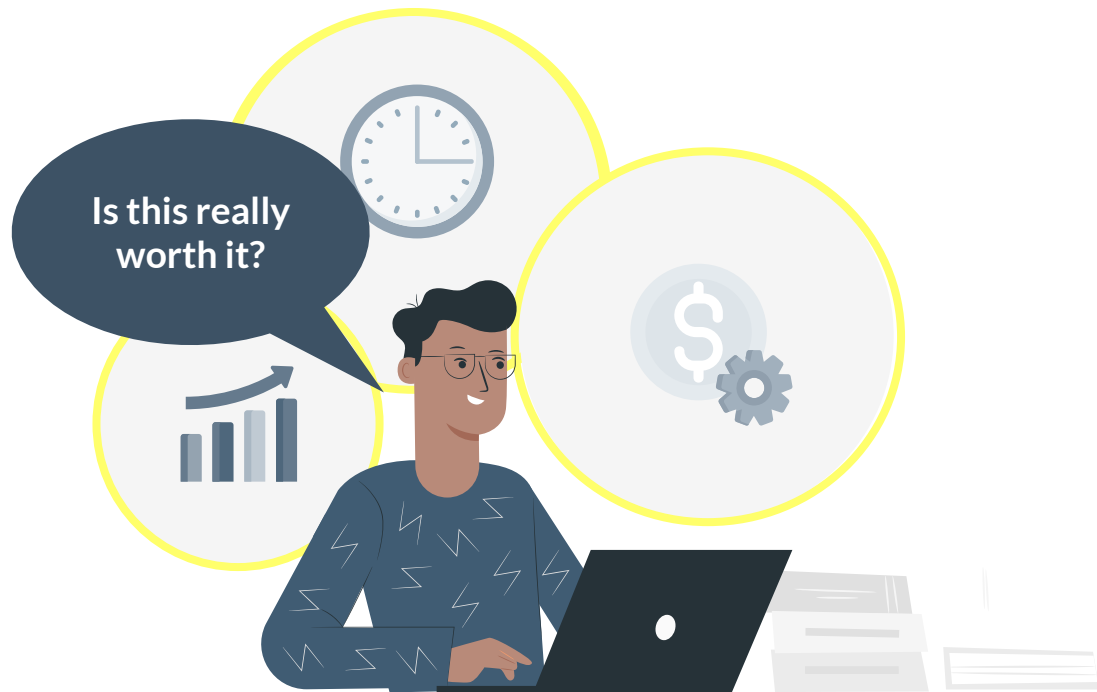


The business case for Diversity, Equity, Inclusion & Belonging (DEIB)



We get it!

DEIB programming requires precious resources.



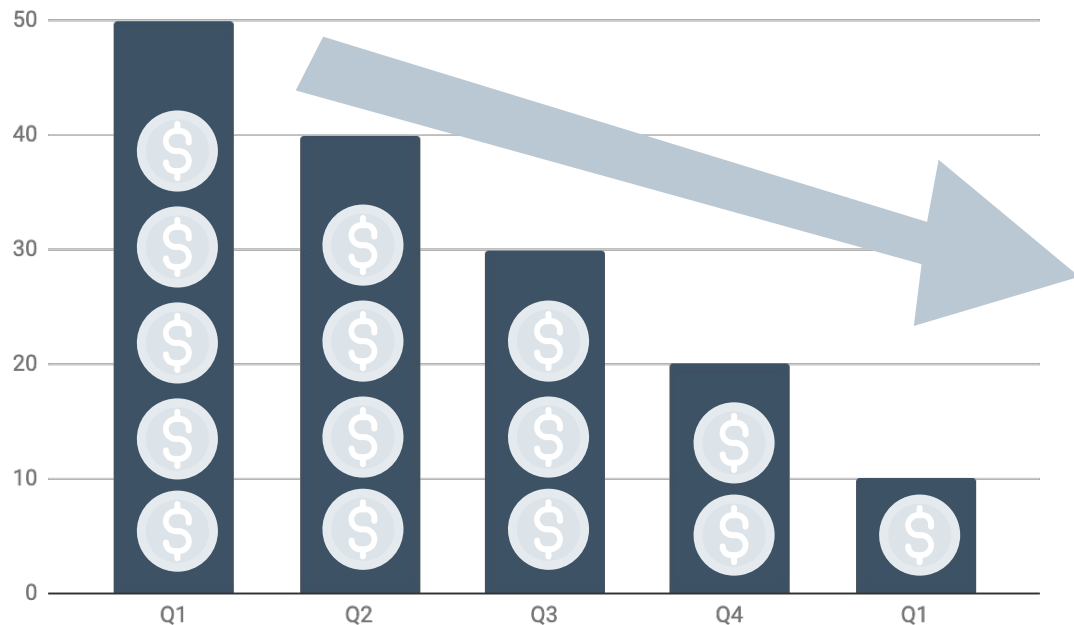
There are serious costs

to not prioritizing DEIB now.



The Costs

It's hitting your bottom line.



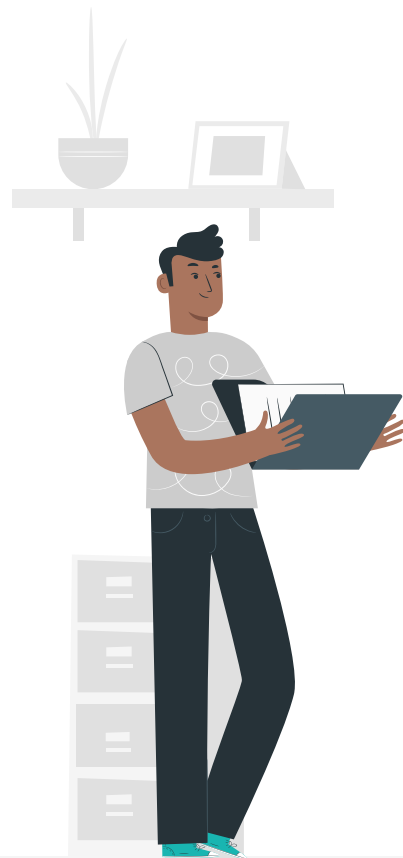
Companies in the bottom quartile for gender and racial/ethnic diversity are **29% more likely to underperform** financially as compared to their industry peers.

The Costs

It's the reason your employees are leaving.

Unfairness and mistreatment (stereotyping, bullying and unfair management practices) is the #1 reason for leaving a tech job.

Employees leave when they **don't see a path for advancement.**





The attrition is costly.

Every employee who leaves costs a company an estimated **\$144K** to replace.

Employee turnover due to non-inclusive work environments costs corporate America **\$64 billion** annually.

These costs can be avoided.

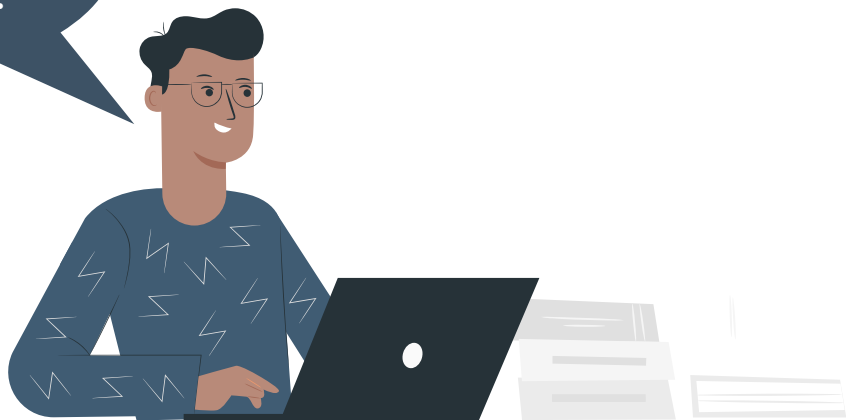
57% of employees would have stayed if their company had taken steps to make the company culture more inclusive.

Equal access to opportunities is the biggest predictor of employee retention.



Costs aside, there are major benefits
to building a more diverse, inclusive, and equitable
organizations.

You mean DEIB
isn't just a
nice-to-have?



The Benefits

Improved financial performance

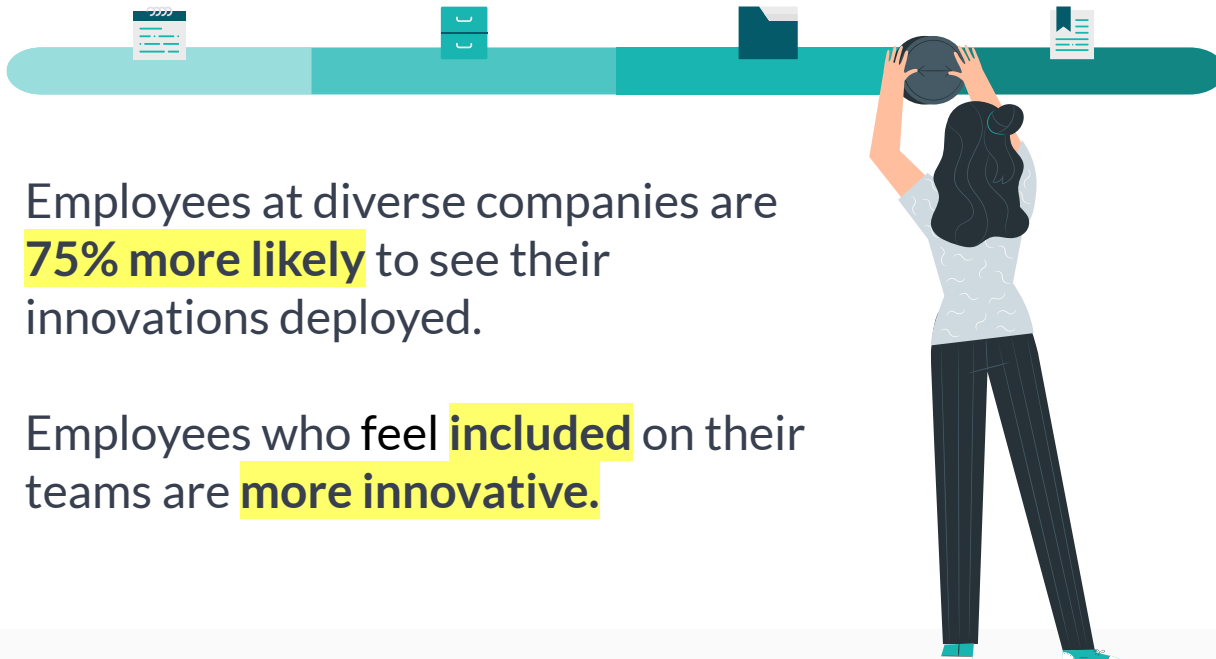
Companies with gender-diverse executive teams are **21% more** likely to have industry leading profitability.

Companies with racially-diverse executive teams are **33% more** likely to have industry leading profitability.



The Benefits

Better innovation



Employees at diverse companies are **75% more likely** to see their innovations deployed.

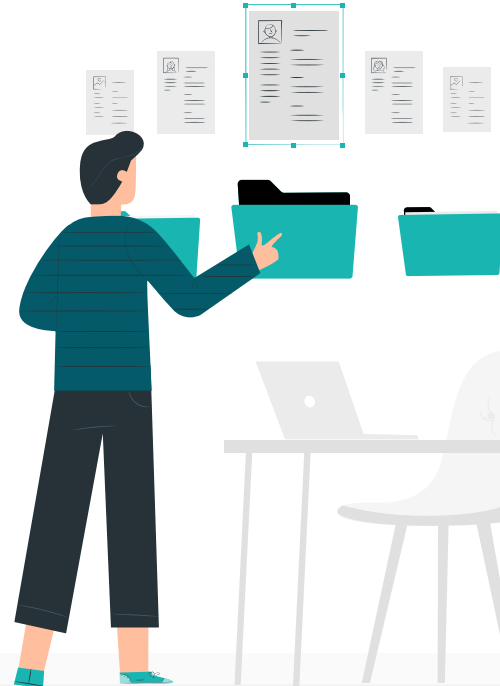
Employees who feel **included** on their teams are **more innovative.**

The Benefits

Capture new markets

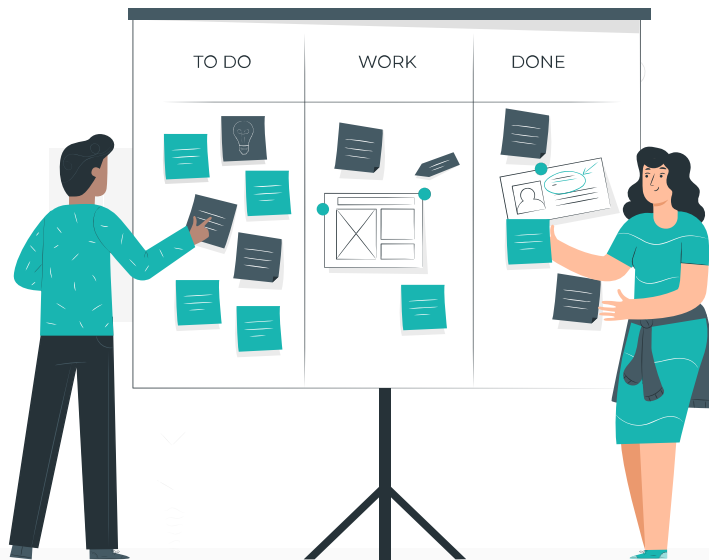
Companies with above-average diversity are **70% more likely** to report capturing a new market in the past 12 months.

A company with the reputation of being a “diversity leader” can **raise capital more cheaply.**



The Benefits

More productive employees



Inclusion leads to more team oriented employees.

Belonging is the biggest driver of employee engagement.

Equity predicts retention.

Invest in DEIB.

It pays. Literally.





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