

The Business Case for DEIB

Updated 2024

We get it!

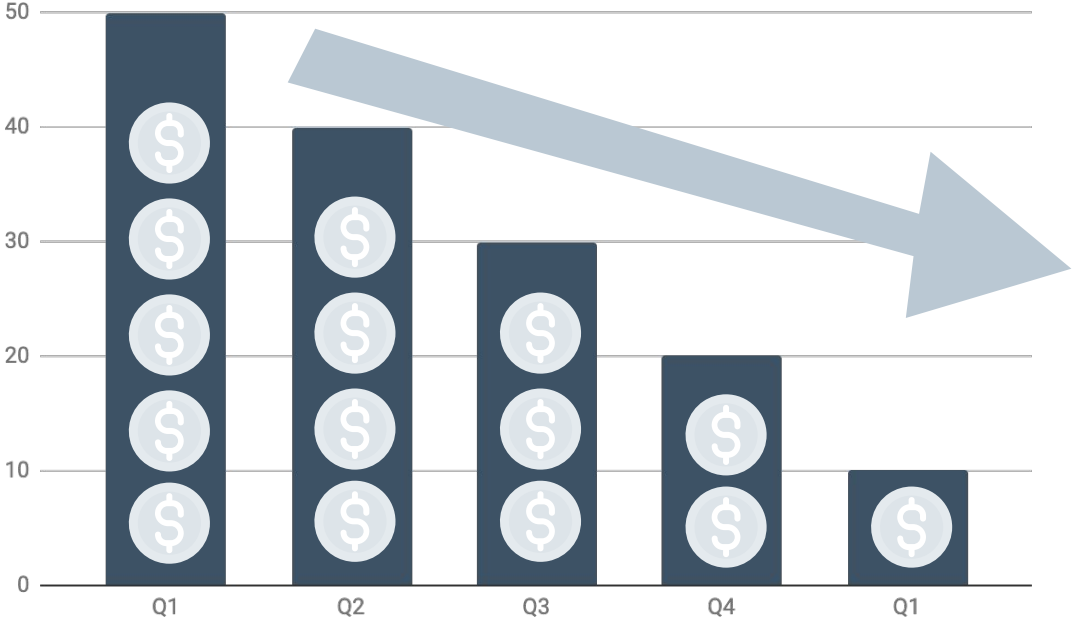
DEIB programming requires precious resources.



There are serious costs to not prioritizing DEIB now.



It's hitting your bottom line.



Companies in the bottom quartile for gender and racial diversity are **66% more likely to underperform** financially as compared to their industry peers.

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.



The cost of replacing a single employee costs on average one-half to two times their annual salary.

That means **\$25,000-\$100,000 per role** with a salary of \$50,000.

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.



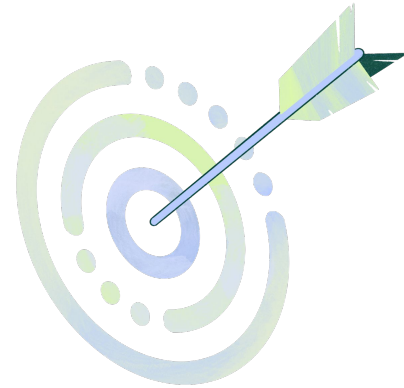
Costs aside, there are major benefits to building a more diverse, inclusive, and equitable organizations.



Improved financial performance

Companies with gender-diverse executive teams are **39% more** likely to have industry leading profitability.

Companies with racially-diverse executive teams are also **39% more** likely to have industry leading profitability.



Better innovation

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

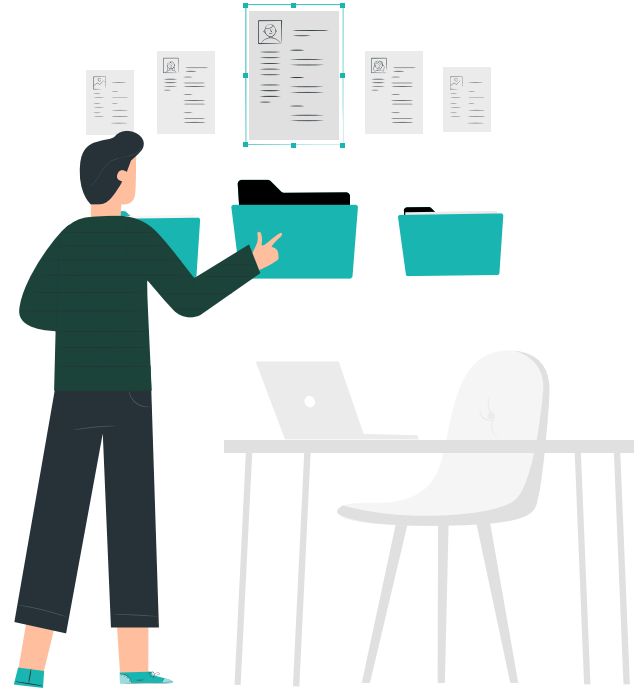
Employees who feel **included** on their teams are **more innovative.**



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.**



More engaged & productive employees



A strong sense of belonging at work **increases job performance by 56%.**

Belonging is the biggest driver of employee engagement.

Invest in DEIB.

It pays. Literally.





Peoplism is a leading DEI consulting firm known for impact.

By helping organizations adopt more fair processes and behaviors, Peoplism drives year-over-year increases in diversity, equity, inclusion and belonging. HR leaders at industry-defining organizations trust Peoplism to create best-in-class company cultures that attract and retain top talent.

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