



# 9 CAN'T MISS FINDINGS ON THE CORPORATE BENEFITS OF DE&I INITIATIVES

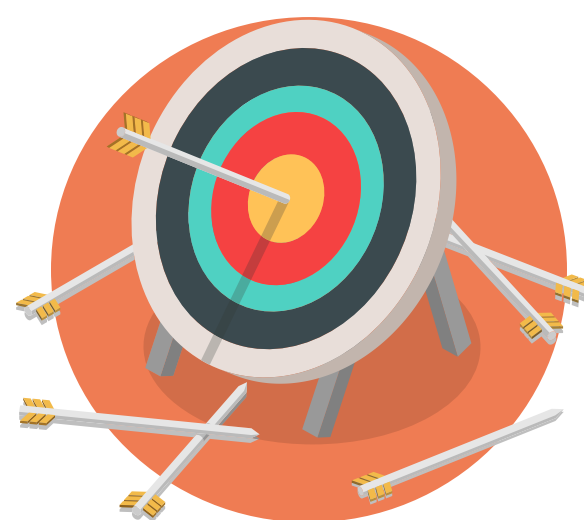
If you're planning to promote diversity and inclusion in your company, here's some good news! There's plenty of research supporting the claim that DE&I has the potential to improve your company's efficiency. Let's explore those findings:

## A PWC SURVEY OF OVER 800 US BOARD DIRECTORS REVEALED<sup>1</sup>:

**94%** believe that diversity brings unique perspectives.



**87%** think diversity enhances board performance.



**75%** agree that diversity positively impacts the company's overall performance.



## MCKINSEY RESEARCH FOUND THAT<sup>2</sup>:

Companies in the top quartile for gender diversity on executive teams were 25% more profitable than those in the 4th quartile.

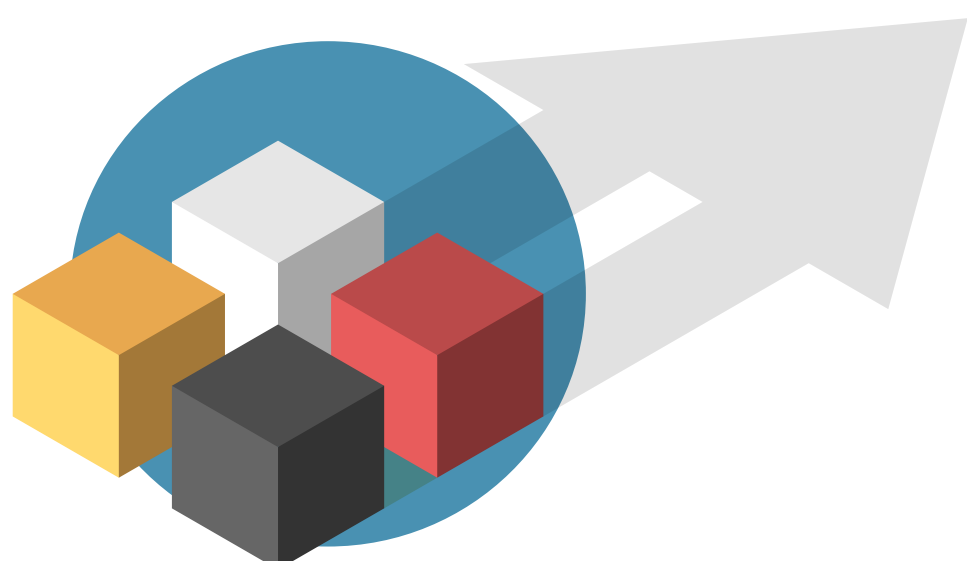


Companies in the top quartile for ethnic and cultural diversity were 36% more profitable than those in the 4th quartile.



## ACCORDING TO GARTNER<sup>3</sup>:

Employee performance in diverse organizations outpaces non-diverse organizations by 12%, with similar improvements in retention factors.



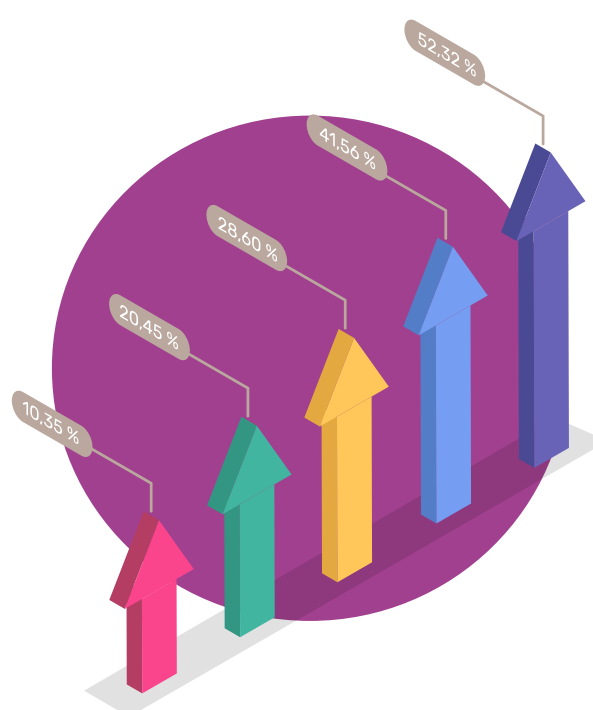
## ONE REPORT FROM GREAT PLACE TO WORK (GPTW) STATED THAT<sup>4</sup>:

Businesses with the smallest treatment disparity between white employees and minorities experience 2.5% stronger year-over-year revenue growth.



## A GPTW STUDY OF THE S&P 500 STOCK MARKET INDEX DURING THE 2008'S RECESSION FOUND THAT<sup>5</sup>:

While the index as a whole experienced a 35.5% stock decline, organizations with more diverse and content workforces reported a 14.4% stock increase.



The organizations considered to be "thriving" by the study were successful before the recession and continued to thrive afterward.



1. Corporate Compliance Insights. (Oct 2019). 'PwC's 2019 Annual Corporate Directors Survey.' [Available online.](#)  
 2. Dixon-Fyle, S., Dolan, K., Hunt, D. V., & Prince, S. (May 2020). 'Diversity wins: How inclusion matters.' McKinsey & Company. [Available online.](#)  
 3. Sakpal, M. (Sep 2019). 'Diversity and Inclusion Build High-Performance Teams.' Gartner. [Available online.](#)  
 4. Hastwell, C. (Jan 2020). 'Racially Diverse Workplaces Have Largest Revenue Growth.' Great Place to Work. [Available online.](#)  
 5. Kitterman, T. (Feb 2023). '5 Ways Workplace Culture Drives Business Profitability.' Great Place to Work. [Available online.](#)



**This infographic includes insights from our ebook '3 Ways DE&I Initiatives Enhance Your Total Talent Workforce'.**

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