

Diversity & Inclusion

It's not only the **right** thing to do, it's also the **smart** thing to do.

Diversity affects the bottom line:



Diverse companies have **3X** more revenue



70% of diverse companies capture new markets



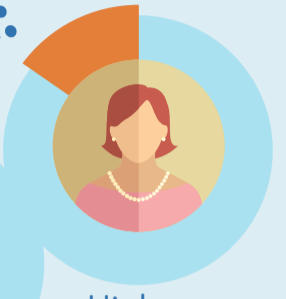
High racial diversity = **15** times more sales



Diverse management = **19%** increase in revenue



Racial and ethnic diversity = **33%** increase in ROI



Higher gender-diversity = **15%** higher financial return



"We believe you can only create a great product with a diverse team, and I'm talking about the large definition of diversity."

Tim Cook, CEO of Apple



Diversity is also important to job seekers:



67% of candidates seek out diverse companies.



78% believe inclusion offers a competitive advantage.



57% want to work for companies where diversity is the norm.



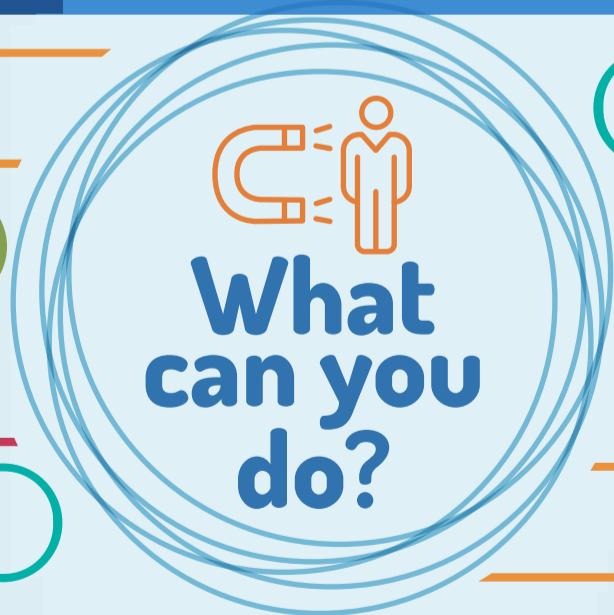
83% of millennials are more engaged in an inclusive workplace.

Evaluate your executive team

Start a diversity council

Empower employee resource groups

Implement diversity training



Celebrate diversity and multicultural holidays

Adopt a culture where every voice is respected

Eliminate biases when hiring and promoting

Welcome a multilingual workforce



"Diverse companies do better than nondiverse companies. Diverse leadership teams do better. Get diversity on your board. How about hiring more at the entry level?"

Ursula Burns, former CEO of Xerox

For help in targeting and hiring a diverse workforce, **contact NAS today.**

