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.

“Diverse companies do better than non-diverse 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

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.

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.

Sources: Bloomberg, Boston Consulting Group, BuiltIn.com, Deloitte, Diverst, Ernst & Young, Glassdoor, McKinsey & Company

What can you do?

- 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

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