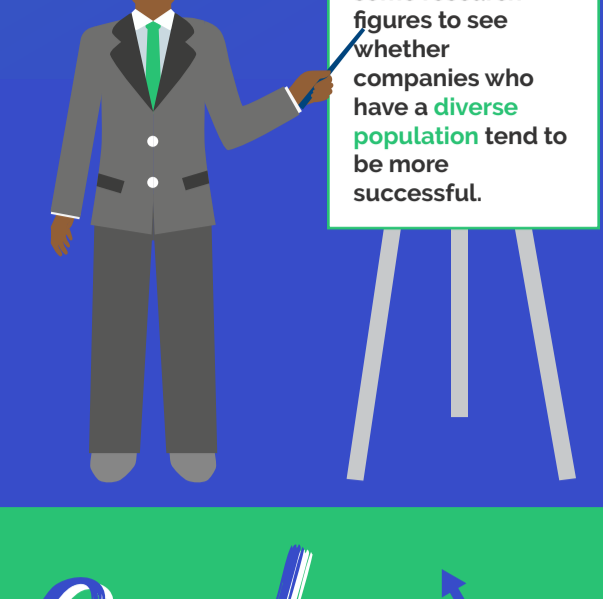




## Does being a *Diverse Organisation*



**Good Question!**  
Let's take a look at some research figures to see whether companies who have a **diverse population** tend to be more successful.

translate to **MORE SALES OR PROFIT?**

- 2.3x** MORE CASH FLOW PER EMPLOYEE
- 1.4x** MORE REVENUE
- 120%** MORE CAPABLE OF MEETING FINANCIAL TARGETS

-Barclays

## Gender

UK Businesses see **3.5%** increase in profit for every **10%** increase in **gender diversity** in the same senior executive team.

Those with greater than **15%** females in senior management teams had a **5%** higher return on equity.

-Credit Suisse

Women represent **9.7%** of executives in FTSE 100 companies.

Gender-diverse companies are more likely to perform **15%** better

-McKinsey

## ETHNIC MINORITIES

Racially Diverse Teams Outperform Non-diverse Ones by **35%**

-McKinsey



- Higher calibre of staff **47%**
- Broader-based skills and experience **40%**
- Availability of skilled staff **39%**
- Improved morale **25%**
- Increased goodwill **43%**
- Increased ethnic minority customers **18%**

-CRB - Racial Equality Means Business

## Diversity

**45%** of companies believe hiring managers are in the best position to increase diversity (compared to the CEO or HR department).

**41%** of managers say they are too busy to implement diversity initiatives

**57%** of tech founders believe in diversity, but only **12%** have five or more diverse employees in tech roles.

Bilingual Employees earn **10%** more Revenue

Companies with a diverse workforce are **35%** more likely to outperform those without diversity initiatives.

**72%** of tech founders believe in diversity, but only **12%** have five or more diverse employees in tech roles.

**92%** of tech founders know about unconscious biases in hiring, but only **45%** are doing anything about it.

## DISABILITY

There were an estimated **3.9 MILLION** people of working age (16-64) with disabilities in employment in July-September 2018.

"DISABLED PEOPLE GENERALLY STAY IN THE JOB FOR LONGER, AND HAVE LOWER RATES OF ABSENTEEISM."

-DWP/Office for Disability Issues

**51.3%** of people with disabilities were in employment.

-The Office for National Statistics (ONS)

**19%** of working age adults are disabled.

-Family Resources Survey 2016/17

Ignoring a large pool of the working population in the current economic climate, with **employers coming up against skills shortages** just doesn't make sense.

There are more than **11 MILLION** disabled people in the UK with a spend of up to **£80 billion** a year, so employing disabled people, understanding disability and having a positive approach to disabled customers could **enable a business to tap into this lucrative sector.**

Disabled employees are **just as productive** as their non-disabled colleagues, have fewer workplace accidents and stay with their employers longer, **increasing retention and saving money on recruiting and training new staff.**

## LGBT

NEARLY **ONE MILLION** adults in the UK identify as LGBT.

LGBT customers tend to be **VERY BRAND LOYAL** choosing companies that they view to be more LGBT friendly.

LGBT inclusive policies can help to avoid the negative image that comes with discrimination, attracting customers who are specifically looking for socially responsible businesses. This is particularly true of millennials and the younger generation who place **higher importance on social responsibility** than their older counterparts.

**87%** of LGBT adults would consider purchasing from a brand that provided equality in the workplace.

**23%** of LGBT adults have switched products or services because another company was more LGBT supportive, even if they were more expensive or less convenient.

The Williams Institute examined 36 different studies on the impact of LGBT supportive policies and workplace environments on employees and consumers. They found that LGBT individuals within a business that has supportive workplace policies experience **less discrimination and increased openness**. They also experience **improved relationships** with co-workers and supervisors, **increased job satisfaction**, and demonstrated **greater commitment** to their employer.

-Harris Interactive



## What are your Diversity Initiatives FOR 2020?

TO START YOU OFF, HERE ARE **5 SIMPLE POINTERS** TO ENABLING DIVERSITY WITHIN YOUR WORKPLACE

- 1 Make it a team effort.**  
Get commitment from other members of the senior management team to **encourage diversity** throughout the organisation.
- 2 Use other organisations to help.**  
Look to organisations that are diversity focused to inspire new ideas for your own company and help you **start on your own path to a more diverse workplace.**
- 3 Avoid Unconscious Bias in your recruitment.**  
Work with recruitment to enable more diverse candidate applications. Individuals should be hired based on skill, experience and performance, not gender, race, ethnicity, religion, sexual preference, or disability. **Unconscious bias can discriminate against qualified people and undermine your diversity initiatives - be aware!**

- 4 Set goals for your diversity initiatives in 2020.**  
Publish them on your website and social media channels, and **let the world know that your organisation values diverse talent.**
- 5 Be honest.**  
Approach diversity with honesty and **encourage others** to join in on addressing key problems.

## DIVERSITY SCOREBOARD

Why not try setting up a diversity scoreboard within your business for all to see.

USE THE SCOREBOARD BELOW AS A STARTING POINT:



	LEVEL	CURRENT %	2020 TARGET %
MALE	Partner		
	Director		
	Senior Manager		
	TOTAL		
FEMALE	Partner		
	Director		
	Senior Manager		
	TOTAL		
ETHNIC	Partner		
	Director		
	Senior Manager		
	TOTAL		
DISABILITY	Partner		
	Director		
	Senior Manager		
	TOTAL		
LGBT	Partner		
	Director		
	Senior Manager		
	TOTAL		

## Let's Chat

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If you want to see how we can help your organisation with any aspects of **equality, diversity and inclusion** or discuss anything further, let's chat!