



WHY IS DIVERSITY IMPORTANT?



DIVERSITY IS...

Spectrum of differences
within a group of people





DIVERSITY IS **EVERYWHERE**

Drinking preference
Tattoos
Past Times
Title/Rank
Height
Style
Tech Savvy
Age
Family Obligation
Accent
Voice
Gender Identity
Relationship Status
Travel Experience
Parental status
Race/Ethnicity
Past Convictions
Entertainment preferences
Sports Team Affiliation
Weight
Country of Origin
Education
Sexual Orientation
Personality
Pet Ownership
Fraternity / Sorority
Appearance
Ability/Disability
Zip Code
Veteran Status
Email Address
Name
Habitation
Medical Needs
Phone number
Previous Employment



DEIB IS...

DIVERSITY

Spectrum of differences within a group of people

EQUITY

Equal access to opportunity and reward for all people

INCLUSION

Access, engagement and respect for all people

BELONGING

Sense of ownership and responsibility for all people



DEIB IS...



DIVERSITY

Being asked to the dance

EQUITY

Having access to the dance floor

INCLUSION

Being asked to dance

BELONGING

Helping select the music



WHY DEIB MATTERS

Increases innovation

Increases employer satisfaction

Promotes reputation

Increases revenue

Saves money

Decreases mistakes

Increases customer alignment

Increases profits

Promotes brand
Lowers liability

Attracts talent

Increases productivity

Lowers attrition

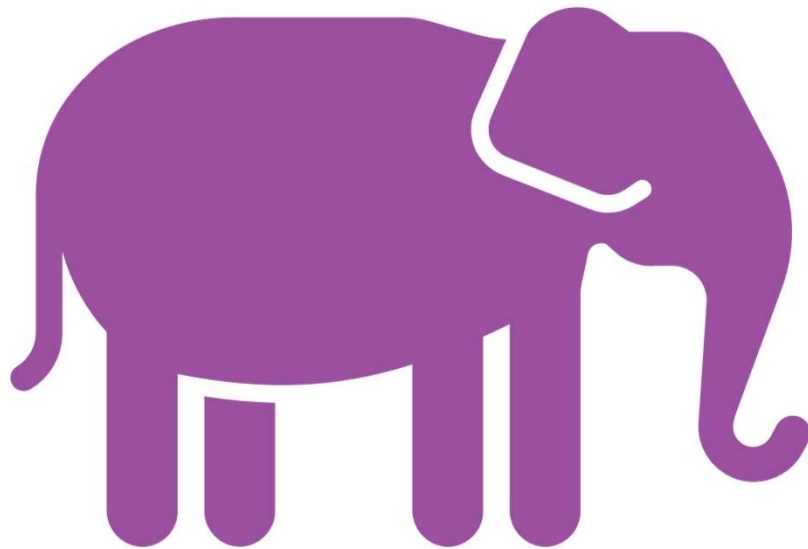
Enables compliance

Supports community

Increases moral



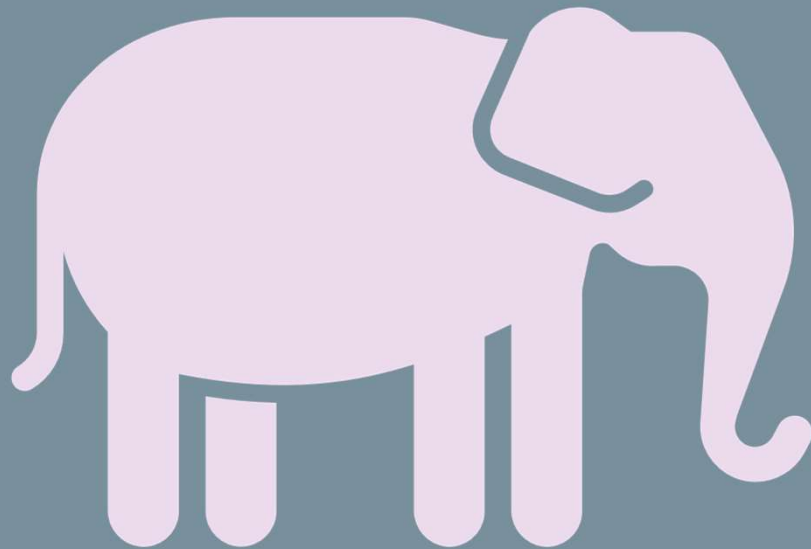
EXPANDED VIEW



Diversity brings multiple ways of seeing challenges and solutions.



EXPANDED VIEW



Experience with different

- Skills / Abilities
- Markets / Personas
- Competitors
- Technologies
- Methodologies
- Success / Failures
- Industries
- Personalities
- ...



NEXT UP CHALLENGES & IMPACT