

The Business Case for Diversity, Equity & Inclusion: The Imperatives

Presented by Inforum Board members:

Trina Scott, Chief Diversity Officer at Quicken Loans & The Family of Companies

Lynnette Collins, HR & DEI Executive/Consultant

What is Diversity, Equity & Inclusion?

- **Diversity:** Organizational representation of the full range of visible and invisible identities, including but not limited to race, ethnicity, gender identity, sexual orientation, age, social class, physical ability, religion, language, among other identities
- **Inclusion:** A state in which all employees can bring their authentic selves to work, fully leverage their distinct traits, participate fully in development opportunities and decision-making processes, experience ownership and empowerment
- **Belonging:** A state of inclusion when individuals feel more confident in their abilities and have the psychological safety to represent themselves authentically without the fear of negative consequences of self-image, status or career
- **Equity:** Ensuring that workplace policies and practices provide all employees access to the opportunities, resources, and compensation that they need to be successful; constantly and consistently recognizing and redistributing power

The Business Case for DEI

- There is a relationship between diversity and business performance
 - Companies with ethnic/cultural diversity on executive teams are 33% more likely to have industry-leading profitability.
- Leadership roles matter.
 - Companies with gender diversity on executive teams are 21% more likely to outperform on profitability and 27% more likely to have superior value creation
- DE&I is not just gender

- Companies experience a penalty for opting out
 - Companies that lack both gender and ethnic/cultural diversity are 29% less likely to achieve above-average profitability
- Local context matters

The Imperatives for Advancing DEI

- Commit and cascade: Articulate a vision, embed accountability, cascade through organization
- Link diversity, equity and inclusion to organization's growth strategy
- Create an initiative portfolio linked with organizational strategy and culture
- Tailor your portfolio for impact in specific business units