

Diversity by the Numbers: The Business Case for DEI

There are two distinct reasons why a business might decide to implement a DEI program. The first reason is that its team members believe that increasing diversity and removing barriers to inclusion is good for humanity. The second reason is that its team members realize that diversity, equity, and inclusion (DEI) is also good for business.

When a diverse team with a broad range of backgrounds, experiences, skill sets, and thinking styles put their minds together, businesses reap the benefits.

Greater Profitability and Productivity

25% Gender-diverse leadership teams outperform homogeneous teams by 25%.

36% Ethnically and culturally diverse leadership teams outperform homogeneous teams by 36%.



Companies that prioritize disability inclusion have 28% higher revenue and 30% higher profit margins than those that don't.



A 1% increase in racial diversity in management increases annual productivity by \$729 per employee (and \$1,590 per employee in Fortune 500 firms).

Greater Innovation and Improved Market Reach

19% Diverse teams show 19 percentage points higher innovation revenue.

1.7x Organizations with greater than average diversity are 1.7 times more likely to be innovation leaders.



Diverse teams outperform homogeneous teams up to 87% of the time.



They are 70% more likely to capture new markets.

Get Started Today

There's no better time than now to implement a DEI program at your own workplace. [Contact us today](#) to learn more about diversity, equity, and inclusion as a business growth strategy.