

Why Diversity Matters



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Why

DIVERSITY

DIVERSITY AND INCLUSION MATTERS TO
EVERY BUSINESS

5 Top Reasons why Diversity Matters

1. It is Great for your Business
2. Creates Opportunities
3. Increased Performance
4. It is the Right Thing to Do
5. Good for Solving Complex Problems

Diversity = Creativity

Why

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1. IT IS GREAT FOR YOUR BUSINESS

Diverse views are good for business. Why you might ask? Its simple your customers are diverse and so are your markets. Companies that embrace diversity understand their markets better and by doing so have a competitive edge especially when accessing new markets.

Most businesses agree that is important to increase diversity in their companies, they also clearly highlight this as a top priority in most annual reports however when you attend the board meetings or look into the diversity hires of most companies there is close to zero representation and it is very easy to see that what is written in the annual reports and strategic plans is not been implemented across the board.

Although most companies that have strong diversity programs which are at the core of their business will tell you that they have gained a higher market share, have it easier when accessing new markets and have a competitive edge.

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2. CREATES OPPORTUNITIES

When people are allowed to be themselves and embrace their uniqueness it creates room for creativeness and opportunities. Unlike when people are forced or encouraged to conform and be what they are not this tends to limit one's thinking and dampen their creative side.

When people spend an enormous amount of time trying to fit, they use up time and efforts that could be channeled elsewhere developing products, innovating and coming up with new strategies instead and diverse teams have been known to create a more harmonious work environment.

Diversity also generates ideas that fuel greater innovation and creativity.

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3. INCREASED PERFORMANCE

Engaging more women in senior positions drives higher performance. The benefits of having women in senior positions are clear and unarguable.

There are enough statistics out there that have done the research of companies increased performance when they engage women in the decision making process. They not only learn, get another view but also takes into account a huge market of women shoppers can now get representation.

When you neglect the role of women and their contribution, you send out the message that they do not matter.

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4. IT IS THE RIGHT THING TO DO

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5. GOOD FOR PROBLEM SOLVING

If your company wanted to solve a really difficult problem, what would they do? Who would they invite to the problem solving team? History has shown that in order to solve complex problems companies should have a team that is diverse in gender, race, intellect, skills and so on.

We have played ping pong with this problem for far too long and now the question is what can we do about it collectively? Why? Because your consumers and employees matter and need representation, especially when making decisions about diversity.

It is impractical to have a discussion and make decisions about diversity and inclusion without a diversified team. If your company is having meetings about diversity without a diverse team, you have missed the boat.

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