

10 Reasons to Focus on Diversity & Inclusion



1

Advance Performance

In a study performed by McKinsey and Company, companies in the top-quartile for ethnic/cultural diversity on executive teams were 33% more likely to have industry-leading profitability. ¹

Firm Success Story: [ATKearny](#)



2

Foster Innovation & Creativity

Companies with two-dimensional (2-D) diversity (inherent and acquired) out-innovate others. Leaders who give diverse voices equal attention unleash value-driving insights, and employees in a “speak up” culture are 3.5 times as likely to contribute their full innovative potential. ²

Firm Success Story: [Marcum](#)



3

Evolve Productivity

A [McKinsey report](#) that covered 366 public companies in a variety of countries and industries found that those which were more ethnically and gender diverse performed significantly better than others.

Firm Success Story: [RSM](#)



4

Competitive Advantage

Companies with a diverse leadership team are 45% more likely to report a growth in market share over the previous year. Companies with a diverse leadership team are 70% more likely to capture a new market. ²

Firm Success Story: [Plante Moran](#)



5

Grow Intellectually

Diverse groups are 58% more accurate in problem solving as compared to homogenous groups. Collective and individual intelligence increases in diverse groups. ³

Firm Success Story: [EY](#)



6

Demographic Shifts

Generation Z is on track to be the nation's most diverse and best-educated generation yet. Today, nearly half (48%) are non-white. ⁴ A [CNBC article](#) states that, “the traditional 9-to-5 office job doesn't adequately support the lives millennials and Gen Zs want to live. They are flexible-work natives...”

Firm Success Story: [Crowe](#)



7

Social Responsibility

An increasing number of millennials believe that organizations have a moral obligation to give back to the society in ways that create an inclusive environment for everyone to participate and thrive. ⁵

Firm Success Story: [Deloitte](#)



8

Market Demand

A study of more than 1,300 full-time employees found that an inclusive culture is key to both hiring and retaining talent. 80% of respondents said that inclusion is an important factor in choosing an employer.

Nearly a quarter of all respondents left jobs due to lack of diversity and inclusion. An inclusion strategy is key to retaining a diverse workforce. ⁶

Firm Success Story: [Baker Tilly](#)



9

Talent Acquisition

While 74% of executives view D&I as crucial to the success of their organization, most companies do not take advantage of D&I to attract top talent. ⁷

By failing to embed D&I into talent strategies, companies not only miss out on exceptional talent, but also on the benefits realized by diverse talent and an inclusive culture. ⁷

Firm Success Story: [Carr, Riggs, & Ingram](#)



10

Cultivates Engagement

40% of people say that they feel isolated at work, and the result has been lower commitment and engagement. Belonging is linked to a 56% increase in job performance, a 50% drop in turnover risk, and a 75% reduction in sick days. ⁸

Firm Success Story: [KPMG](#)