

Creating A

Diversity and Inclusion

Statement



DIVERSE COMPANIES ARE

120%

MORE LIKELY TO

SURPASS

THEIR FINANCIAL
PERFORMANCE GOALS



Overview

- **Definition**
- **Importance**
- **Your vision**
- **Application**



WHAT IS DIVERSITY AND INCLUSION STATEMENT?

01



A diversity & inclusion
statement is how you
set clear
company goals
and communicate them,
internally and externally.



Understand how you are viewed

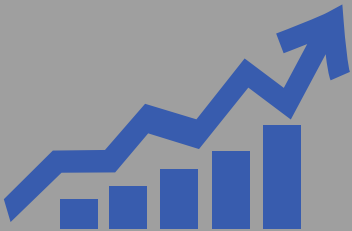
Being mindful

- Show the public & professionals that you prioritize and are conscious of maintaining diversity in your long-term and day-to-day activities.



Strengthening operations

- In other words, your business will assert that your organization is stronger and better when it contains diverse perspectives and ideas.



02

Importance & benefits of diversity



Proven benefits

Companies with diverse staff & management:

- boost their revenue by 19%
- outperform other businesses in the same sector by 35%
- are 70% more likely to capture new markets
- experience 2.3 times higher cash flow per employee
- are 87% more efficient



03

**Amplify your
vision**



Your diversity & inclusion statement

represents another facet of describing your mission statement, your goals, and your vision as a company.

You can strengthen

every aspect of both your external and internal image.



Make the community feel valued



Drawing attention to underrepresented communities in your business sector makes individuals feel seen and heard, while also allowing your business to amplify corporate diversity values as a whole.



TIME TO TAKE ACTION

Question:

**What can your company do to encourage diversity and inclusion in the workplace?
How can you phrase this commitment?**

Let's look at some examples



Apple

- A short video, quotes from staff, a general statement.
- <https://www.apple.com/diversity/>
- “We draw on the differences in who we are, what we’ve experienced, and how we think. Because to create products that serve everyone, we believe in including everyone.”

Target

- Pictures, a general video, quotes from staff, an interview with the VP of Diversity & Inclusion.
- [Diversity statement & Black History Month](#)
- A special issue for Black History Month!
- “Long term, we need to turn inclusivity into something that’s ingrained to the point where it becomes routine.”

USGCC

- Pictures, a pledge to “Respect All,” invites others to expand this movement.
- <https://usgreenchamber.com/programs/respect-all-movement/>
- “We all look different, have different heritages, different abilities, different likes and dislikes, different beliefs and opinions, and different ways of life.”



Reflection

- What stood out to you in these statements?
- What made these effective pledges to diversity and inclusion?
- How do you imagine a public appeal to diversity and inclusion would influence the internal culture and workplace environment of these organizations?



04

application



Explore the status quo



LOOK AT

- your organization
 - send an optional survey
- your industry
 - look at the Bureau of Labor Statistics



Ask your company

- Solicit opinions from all employees on how you can improve your diversity & inclusion.
- Shape your own questionnaire.
- Gather employees from all levels of management and discuss the suggestions.
- Create a framework of several values that your employees hold.
- Discuss how these central values can be applied to other goals within your organization.



DRAFT your statement

Questions to guide you...

What does diversity generally mean to the members of your organization?

How diverse is your business sector?

How can this current level of diversity and inclusion be improved?

How can your organization commit, externally and internally, to improve this situation?



REDRAFT

AFTER ASKING FOR EMPLOYEE FEEDBACK – REPRESENT YOUR COMPANY'S CORE BELIEFS

Gather the same group of employees and discuss the feedback.

Create a final version of your Diversity and Inclusion Statement.



FINALLY, post this statement on your website and distribute it in your office.

**Congrats,
you're
done!**

