



Leveraging a Diverse Workforce to Generate Value

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and LGBT Markets

A photograph of a forest path with large trees and sunlight filtering through the leaves, creating a warm, golden atmosphere. The path leads into the distance, flanked by tall trees with dense green foliage. Sunbeams are visible, creating a magical, serene feel.

OUR WORLD IS CHANGING


WISDOM OF
CROWDS

SPEED OF
INFORMATION

MOBILE WORKFORCE

RISE OF
INDEPENDENCE

BIG DATA

A hand holds a crystal ball that reflects a landscape with trees and a body of water. The background is a bright, hazy sun. A dark rectangular box with white text is centered over the crystal ball's reflection.

The Individual Experience

The background of the slide features four wooden spoons arranged in a 2x2 grid. Each spoon contains a different type of powder. The top-left spoon contains a dark, almost black powder. The top-right spoon contains a light brown, granular powder. The bottom-left spoon contains a bright white powder. The bottom-right spoon contains a slightly off-white or light grey powder. The spoons are set against a dark, textured wooden surface.

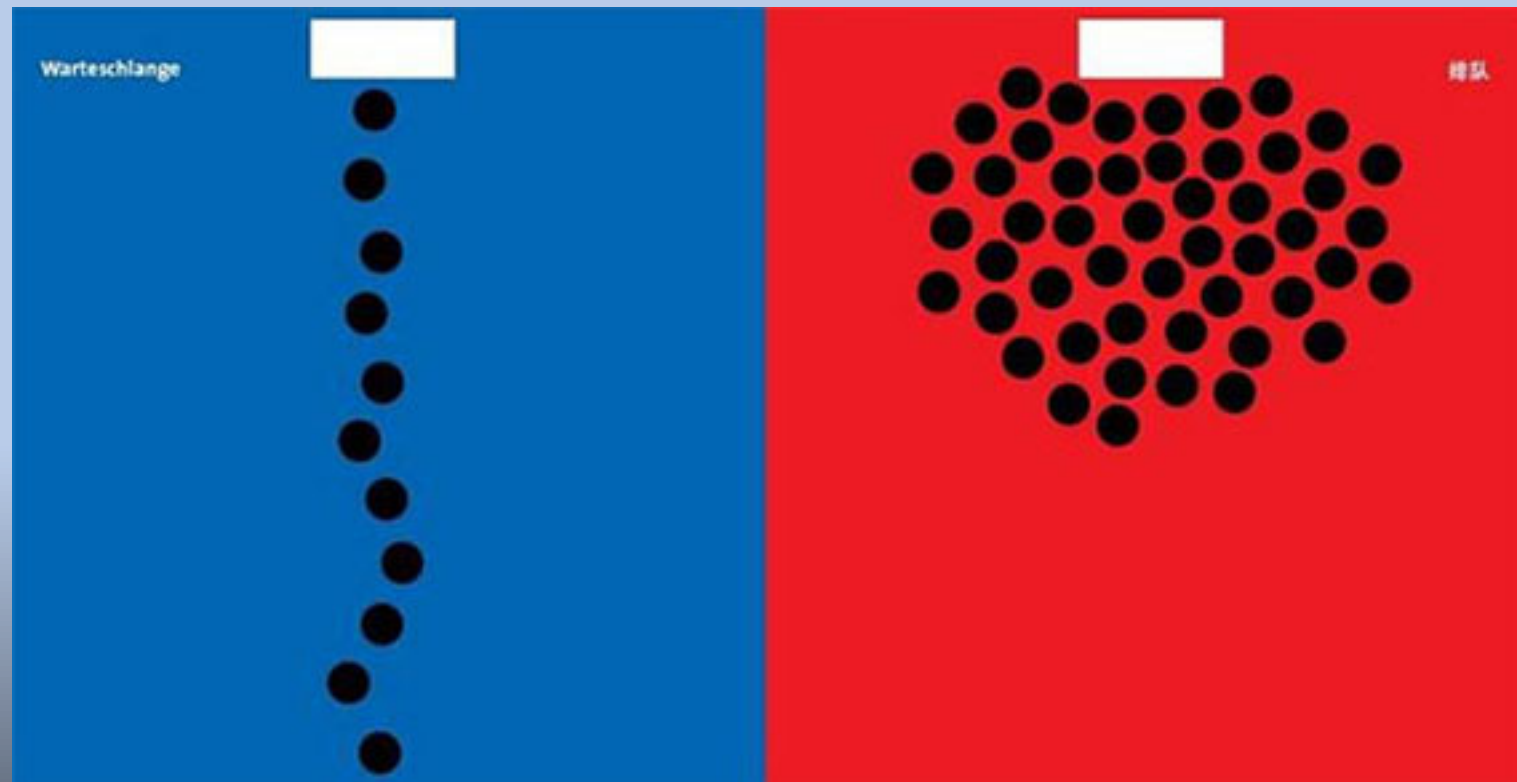
Diversity is the mix.... Inclusion is Making the Mix Work™

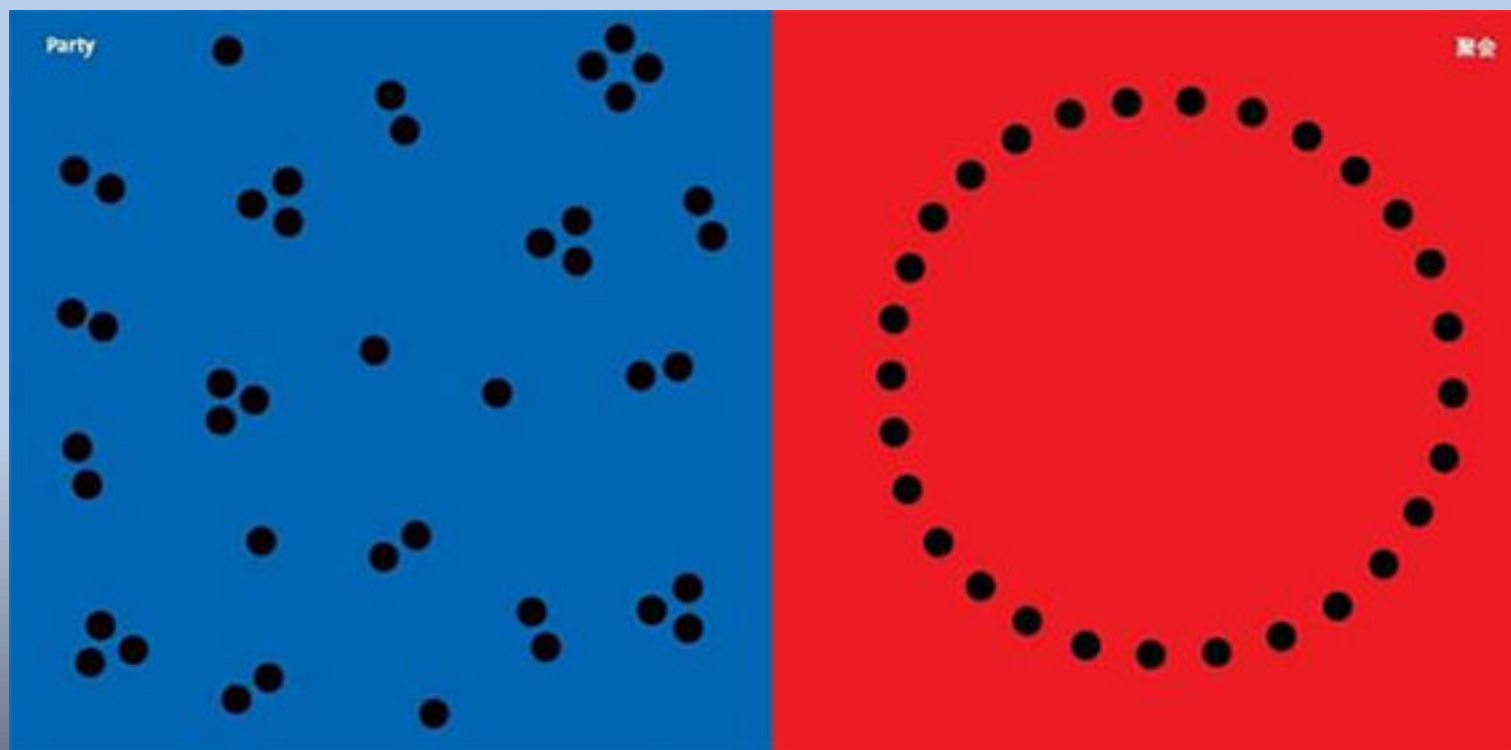
Lebensstil



生活方式









MEET DIEGO

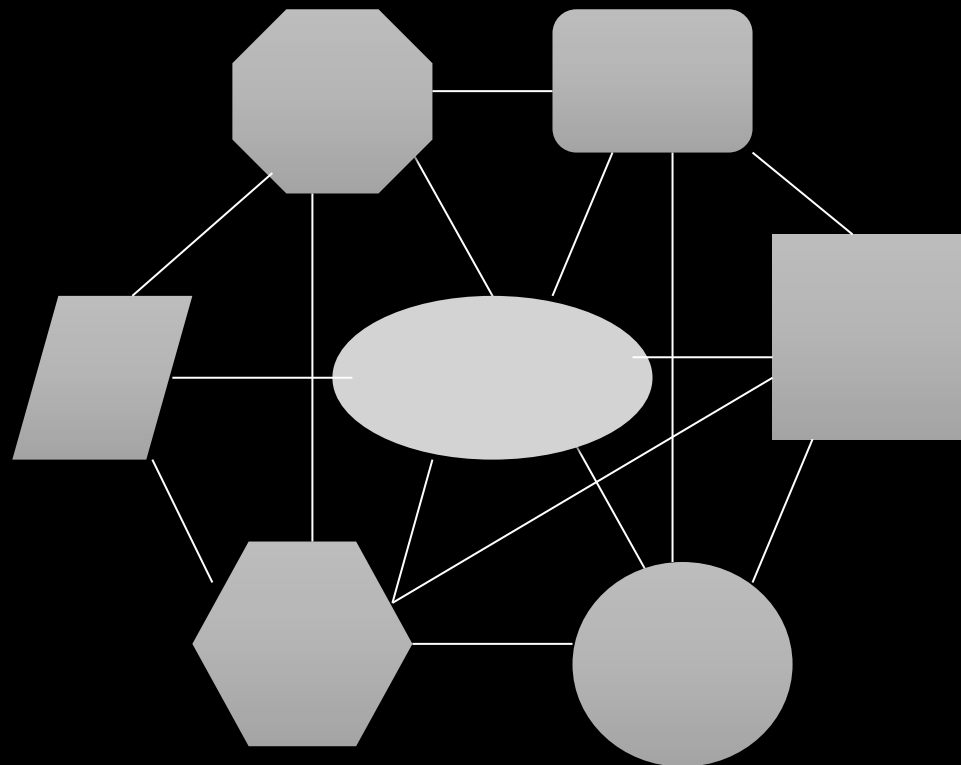
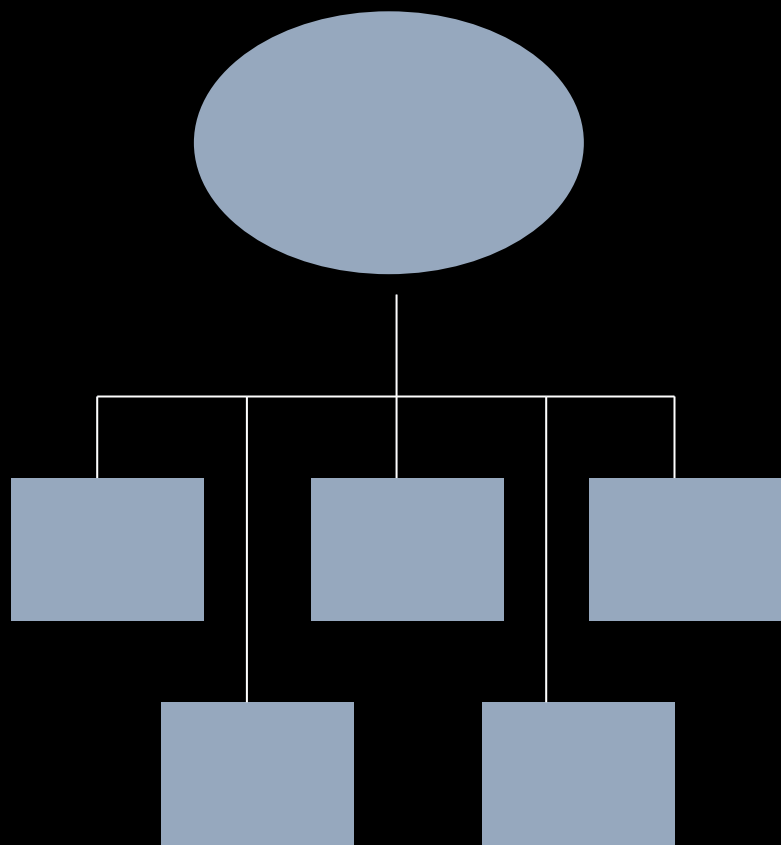
- Born in 1983, lives in growth country
 - Family was victim of violence
 - Speaks several languages
- Graduated Ivy League, on scholarship
 - Drives a zero emissions car
 - Has traveled extensively
 - Lived with girlfriend for 5 years
 - Did not marry; together, bought an apartment
 - Works for UNICEF
- Chose many of the baby items' colors
 - Since birth of baby works part time
- Girlfriend holds job with medical insurance

Where do you work?

How do you *feel* where you work?

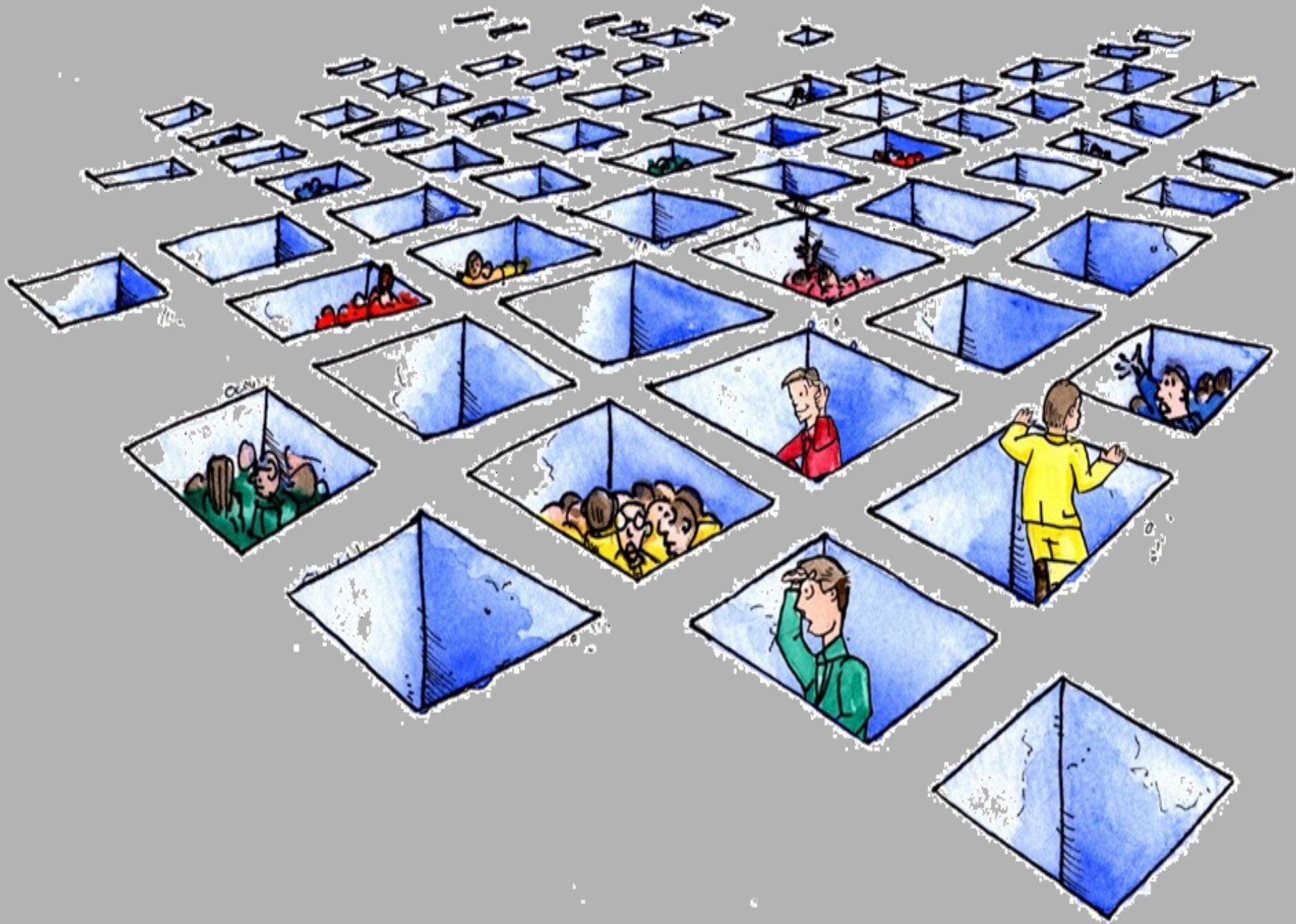








Connected Workforce





Harvard Business Review

HBR.ORG



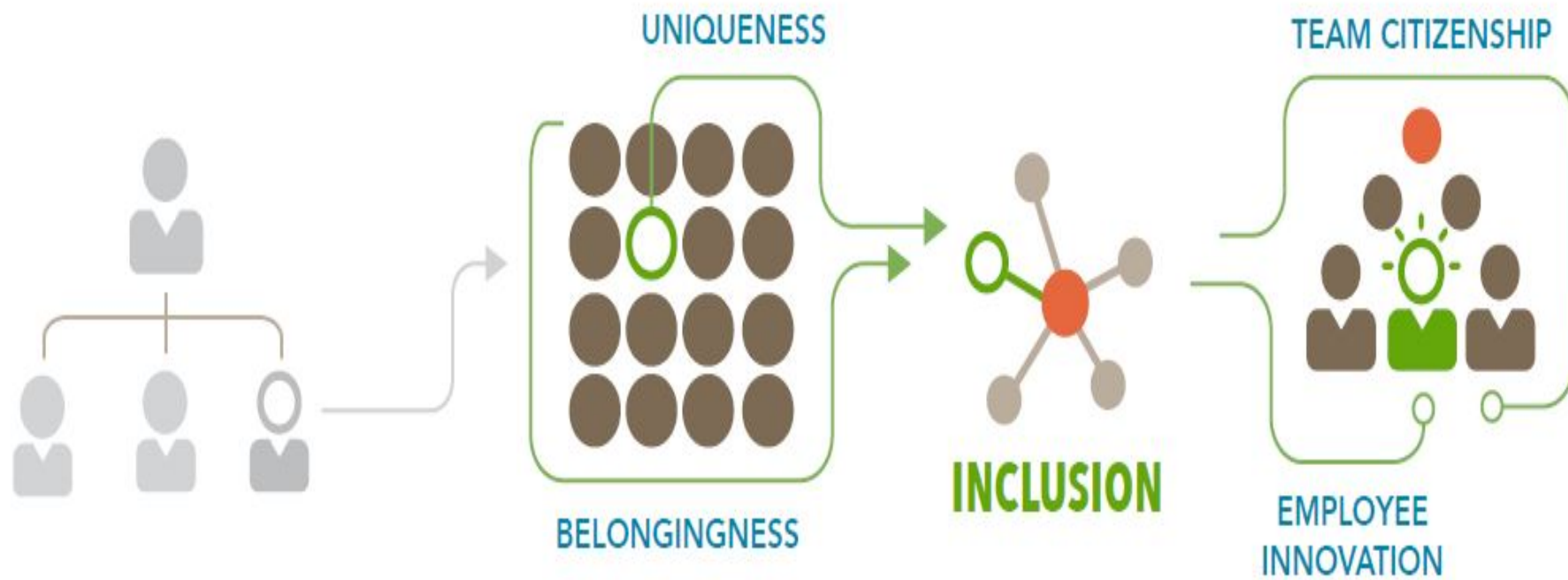
MAY 2015
REPRINT R1505D

SPOTLIGHT ON DECISION MAKING

Outsmart Your Own Biases

*by Jack B. Soll, Katherine L. Milkman, and
John W. Payne*

INCLUSION'S RELATIONSHIP TO EMPLOYEES' INNOVATION AND TEAM CITIZENSHIP



The Business Case



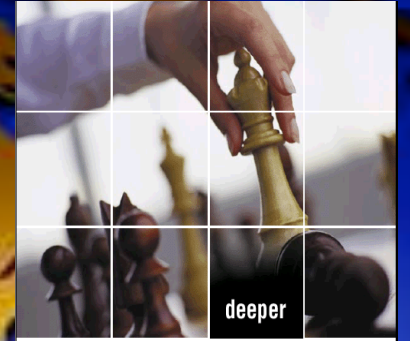
Attraction



Engagement



Innovation



Business Growth

The Elements

PEOPLE WITH DISABILITIES
WOMEN
FAMILIES
GENERATIONS
ETHNICITY

LGB



Cultural Adaptability
Equal Opportunity
Work/Life Integration
Diversity of Leaders
Supplier Diversity
Marketplace
Diversity of Thought

1.0 Foundational

2.0 Awareness

3.0 Strategic

The Fundamentals

Build Equity

Gain Clarity

Be Consistent

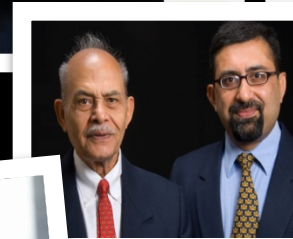
Embrace Empathy

Leverage the
Communities

Empower Creative
Leaders

Champions of Diversity

Female	Brazilian
Male	Nigerian
Disabled	Gen Y
Able-bodied	Gen X
Gay	Boomer
Straight	Immigrant
Black	Native-born
White	Introvert
Latin	Extrovert
Roma	Engineer
Hungarian	Artist
Chinese	Millennial



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