

# DEI by the Numbers: Why it Makes Great Business Sense

Diversity is a top priority for **77%** of business leaders for good reason. The data supports diverse teams lead to better employee productivity, motivation, retention, and innovation.



## Financial Growth Comes from Greater Diversity

For every **1%** increase in the rate of gender diversity, companies see a **3%** average increase in sales revenue.

## Diversity Leads to Financial Returns Higher than Industry Medians

Companies in the top quartile for gender and top quartile for ethnic diversity are **15%** more likely to see financial returns higher than their national industry median.



## Innovation Thrives on Diverse Perspectives

Diverse teams consistently outperform and out-innovate their competitors.

Diverse teams are **45%** more likely to improve their overall market share.

## Enhanced Customer Loyalty Starts with Companies that Embrace Diversity & Are Competent at Inclusion

Highlighting your company's commitment to diversity and inclusion leads to stronger customer loyalty. In fact, **78%** of the LGBTQIA+ community and their close relations would change brands to companies that are known to be LGBTQIA+ affirming.



## Engaged Employees are More Productive

Leaders who give diverse employees equal opportunities to grow, succeed, and “speak-up” can cause your team to be

**3.5** times more likely to contribute their full innovative potential and productivity.

## Solving Complex Problems Needs Strong Collaboration

Diverse teams can solve complex tasks or problems better since they bring a wider variety of perspectives and skillsets. Heterogenous teams are also more creative and better at problem-solving than their homogenous team counterparts.



Source – Accenture Graphic

## About EG Workforce Solutions

At EG, we're dedicated to a workplace that is safe and equitable for every individual on our team – both internally and for those we place. EG is committed to representing and reflecting the unique qualities, characteristics, experiences, perspectives, and viewpoints of our team members, partners, and the communities in which we live and serve. We strive to provide a safe and inclusive environment for all, allowing EG to achieve its purpose of Helping People Succeed.



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HELPING PEOPLE SUCCEED.

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