

ABOUT THE CAMPAIGN

1. Why is this campaign happening right now?

DEI drives business results: it fuels innovation, creates inclusive workplace cultures and builds economic resilience. Recent headlines have proclaimed the demise of DEI, citing the pullback on DEI investments. This narrative -- driven by the personal viewpoints of a few and lacking accurate data -- is being amplified by the media. The industry is coming together to confirm the positive business outcomes and correct the misinformation.

2. What are leaders being asked to do?

Leaders are urged to promote the facts about the business benefits of DEI and to help dispel the anti-DEI narrative by joining our week of action. The simple ask is to post the provided content on their social channels.

3. Where do we find the materials to participate?

<https://prcouncil.net/dei-is-good-for-business/>

4. What are the goals of the DEI is Good for Business' campaign?

The goal of this campaign is to reinforce the positive business benefits of DEI with data-backed facts.

5. Could this campaign draw negative attention to our company or the broader industry?

While there is a possibility of pushback from the few who oppose DEI efforts, this campaign is grounded in fact-based research that demonstrates the undeniable benefits of DEI for business. By participating in the campaign, leaders will be joining a vast community who see the clear benefits of diversity, equity and inclusion.

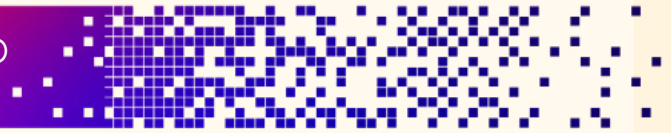
6. How were the facts in this campaign sourced, and are they reliable?

All sources are credible and reflect the most up-to-date findings on DEI's impact on performance, innovation and employee engagement. Our sources include organizations such as McKinsey, Boston Consulting Group, Gallup, and other leading institutions.

7. Will there be proactive media outreach around this campaign?

Our strategy is to 'show' rather than 'tell', so we're taking a reactive approach to media. Our focus is to generate widespread awareness of the facts on social media to confirm the industry's support for and commitment to DEI. We will monitor the media landscape and respond should interest arise.

We encourage everyone to flag any media inquiries to PRC to ensure consistent responses. Our team is fully prepared to respond to any media inquiries during the week-long campaign.



ABOUT DEI

8. Why should I care about DEI if other companies are scaling back?

Organizations that prioritize DEI are better positioned to meet stakeholder expectations, adapt to market shifts, and foster long-term trust across all audiences. Companies that fail to adapt risk alienating large segments of their workforce and market. In an increasingly diverse world, embracing DEI helps businesses stay relevant, competitive, and future-ready.

9. Does this campaign create any legal liabilities for participants?

This campaign has been vetted by attorney and DEI specialist, David Glasgow, to ensure it does not create legal liabilities. For more information, please watch the recording here:

<https://bit.ly/ReaffirmDEICommitmentandMitigateRisks>

10. If we've struggled to meet our DEI goals, should we participate in this campaign?

Absolutely. Even if you've faced challenges in making progress on your DEI commitments, participating in this campaign can reaffirm your commitment to the values of diversity, equity and inclusion.

11. Aren't budgets for DEI being cut due to economic pressures?

That's not accurate – companies continue to support DEI. While DEI initiatives may require investment, the majority of business leaders recognize that the long-term benefits outweigh the costs. Companies that prioritize DEI are 1.7 times more likely to emerge as innovation leaders, giving them a significant competitive edge.

12. Is DEI only about race and ethnicity?

No. DEI encompasses the full spectrum of human differences, including age, disabilities, military service, neurodiversity, sexual orientation and more.

13. How can DEI help my business stay competitive?

DEI fosters innovation by bringing different perspectives and ideas to the table. Diverse teams are more likely to challenge the status quo, re-examine facts, and come up with bold solutions.

14. Will DEI distract from other business priorities?

DEI is not a distraction; it enhances all aspects of business. Building a more inclusive culture boosts employee engagement, which in turn drives productivity and innovation. The data confirms that companies that integrate DEI into their overall business strategy see better financial performance and long-term sustainability.