

# DEI

## IS GOOD FOR BUSINESS

DEI drives business results – it fuels innovation, creates inclusive workplace cultures and builds economic resilience – and numerous data sources support this.

As leaders across the communications industry, we have an opportunity to shine a spotlight on the undeniable business benefits of DEI. **Our industry can and should lead the way in driving DEI forward for our businesses and for our clients. That is why associations and groups across the industry are supporting the campaign.**

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**THE ASK IS SIMPLE:** Please join our week of action to promote the facts about the business benefits of DEI and dispel the anti-DEI narrative. Show your support by posting the provided content on your Instagram and LinkedIn channels.

The campaign is built on the datapoints below.

## DEI IS GOOD FOR EVERYONE

DEI goes beyond race and gender—it embraces the full spectrum of human differences, and understanding these differences strengthens society and business. The facts below demonstrate the growing diversity of the workforce and consumer base, and underscore DEI's benefits to everyone.

- **Age: Today's U.S. workforce spans four generations: Baby Boomers (18%), Gen X (31%), Millennials (36%) and Gen Z (15%).** This generational diversity enhances innovation and productivity through a variety of perspectives, problem-solving and mentoring opportunities.<sup>1</sup>
- **Disabilities: People with disabilities and their families represent 54% of the global economy.**<sup>2</sup> One in four people in the U.S. is living with some disability, visible or hidden.<sup>3</sup>
- **Gender: While women comprise 48% of the workforce, they hold only 29% of C-suite positions.** Regardless of race or ethnicity, women remain underrepresented across every stage of the corporate ladder.<sup>4</sup>
- **LGBTQ+: More than 22% of Gen Z adults identify as LGBTQ+. Overall, each younger generation is about twice as likely as the generation that preceded it to identify as LGBTQ+.**<sup>5</sup>
- **Race & Ethnicity: By 2045, the total American population is projected to be comprised of over 50% people of color. Hispanics will represent 25% followed by African Americans at 13% and Asian at 8%, with the remaining 4% consisting of multicultural and other.**<sup>6</sup>

## DEI IS GOOD FOR BUSINESS

Companies that are diverse and inclusive outperform those that are not. Research from the Boston Consulting Group confirms that **companies with higher-than-average management diversity teams reported innovation revenue that was 19 percentage points higher than that of companies with below-average leadership diversity (45% vs. 26%).**<sup>7</sup>

## DEI IS A SOUND BUSINESS INVESTMENT

Business leaders continue to champion DEI as a strategic priority. In fact, **80% of companies plan to maintain or increase investment in DEI initiatives.**<sup>8</sup> Among these, 44% are either expanding current efforts or developing new ones, while 36% will continue supporting DEI at existing levels. Additionally, 40% of executives view DEI as a core competency for C-Suite leadership in 2024.<sup>9</sup>

Business leaders understand that DEI is not a passing trend—it is integral to innovation, talent retention and long-term competitive advantage. **WEF's Global Parity Alliance Report projects global spending on DEI efforts will nearly double, rising from \$7.5 billion in 2020 to \$15.4 billion by 2026.**<sup>10</sup>

1 MarshMcLennan Agency (2024), [Four Generations, One Workforce](#)

2 World Economic Forum (2024), [Annual Meeting](#)

3 CDC (2024), [Disability Impacts All of Us](#)

4 McKinsey (2024), [Women in the Workplace 2024: The 10th-Anniversary Report](#)

5 Gallup (2024), [LGBTQ+ Identification](#)

6 Brookings (2018), [The US Will Become 'Minority White' in 2045, Census Projects](#)

7 Boston Consulting Group (2018), [How Diverse Leadership Teams Boost Innovation](#)

8 Chief (2024), [The New Era of Leadership 2024](#)

9 Chief (2024), [C-Suite Executives on DEI and When to Take a Stand](#)

10 McKinsey & World Economic Forum (2023), [Global Parity Alliance: Diversity, Equity and Inclusion Lighthouses 2023](#)

## DEI BOOSTS EMPLOYEE ENGAGEMENT AND FUELS PRODUCTIVITY

A diverse and inclusive workplace attracts top talent and creates a sense of belonging, making employees feel valued and respected. This leads to higher engagement, motivation and productivity. According to BetterUp, **a strong sense of belonging can boost job performance by 56%, lower turnover risk by 50%**, and reduce sick days by 75%, potentially saving a company with 10,000+ employees over \$52M annually.<sup>11</sup>

The cost of disengagement is significant. Gallup reported that disengaged employees cost U.S. businesses \$1.9 trillion in lost productivity in 2023 alone.<sup>12</sup>

## DEI UNLOCKS CREATIVITY AND SPARKS INNOVATION

Diverse teams offer a wealth of perspectives, leading to fresh ideas and creative solutions. According to the Harvard Business Review, diverse teams are more likely to re-examine facts and remain objective, which improves team performance.<sup>13</sup> Findings by Deloitte report that **companies with inclusive cultures are six times more innovative and agile. They increase innovation by 20% and decrease risk by 30%**.<sup>14</sup>

## DEI REPUTATION DRIVES PURCHASE DECISION

Despite ongoing debates about its financial impact, the reality is clear: DEI matters deeply to consumers. A Kantar study revealed that **75% of people make purchasing decisions based on a brand's diversity and inclusion record**.<sup>15</sup>

11 BetterUp (2021), [The Value of Belonging](#)

12 Gallup (2024), The New Workplace, [U.S. Employee Engagement Stagnates](#)

13 Harvard Business Review (2016), [Why Diverse Teams are Smarter](#)

14 Deloitte Review (2018), [The Diversity and Inclusion Revolution](#)

15 Kantar (2024), [Brand Index Survey](#)