



ASK THE EXPERTS

JUNE 2024

EMPLOYEE BENEFITS

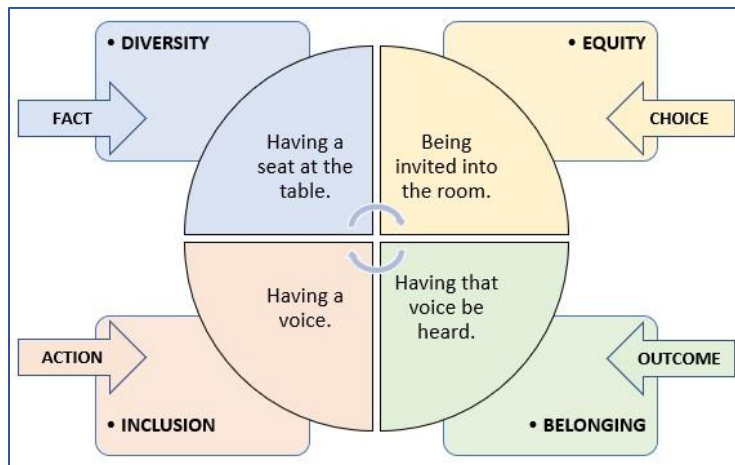
How does fostering Diversity, Equity, and Inclusion (DEI) in the workplace benefit all employees, not just those from traditionally underrepresented groups?

DEI is about more than just creating a fair space for underrepresented groups. It means building a thriving work environment that increases employee satisfaction, enhanced innovation, vital teamwork, and a more motivated and equitable workforce. Specific benefits of fostering diversity in the workplace are:

- **Sharper Decisions:** A [Cloverpop study](#) found a 60% improvement in decision-making because different perspectives challenge assumptions and lead to more creative solutions.
- **Innovation Boost:** Have you ever been in a room full of people who all think the same way and struggle to think of new ideas to solve a problem? DEI fosters a culture of open exchange, where everyone feels comfortable sharing unique ideas, leading to increased innovation.
- **Employee Engagement:** [Research on company culture](#) from Great Places to Work shows that when employees trust that they and their colleagues are treated fairly regarding race, gender, sexual orientation, or age, they are 9.8 times more likely to look forward to going to work and 5.4 times more likely to stay at their company.

A genuinely inclusive environment makes everyone feel like they belong, leading to higher employee engagement and productivity.

- **Stronger Employer Brand:** Today's top talent seeks companies that value diversity. By prioritizing DEI, companies attract a wider pool of qualified candidates and build a strong employer brand.
- **Improved Customer Satisfaction:** Diverse teams can better understand and cater to unique customer needs, leading to happier customers and an improved bottom line.



Resources

- [3 Questions to Determine an Employer's Dedication to DEI](#), Career Experts Group Newsletter, April 2022
- [Diversity, Equity and Inclusion in the Workplace, Benefits and Challenges](#), Achievers, March 2024
- [Why is Diversity and Inclusion in the Workplace Important](#), Great Places to Work, August 2023
- [DEI in the Workplace: Why it's important for Company Culture](#), Penn LPS, Online, March 2023
- [Research Shows Diversity + Inclusion = Better Decision Making at Work](#), Cloverpop, Sept 25, 2017

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