

# YOU ARE INVITED.

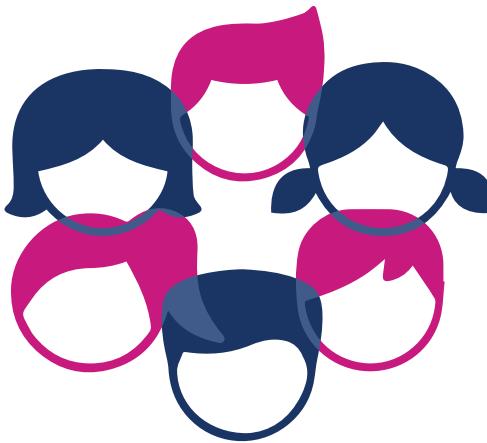
## JOIN THE INCLUSION PARTY!

60 Facts Every Company Should Know About Inclusion

### Inclusion is NOT diversity.

**DIVERSITY** is about numbers and metrics. You can hire by the numbers and have diversity on paper, but that doesn't mean your environment is inclusive.

Diverse workplaces are composed of employees with varying characteristics like religious and political beliefs, gender, ethnicity, education, socioeconomic background, sexual orientation and geographic location.



**INCLUSION** is about creating a work climate where an employee feels comfortable bringing their "whole self" to work within the bounds of workplace propriety. They feel that their unique qualities are valued and integrated. Inclusion is a feeling of belongingness felt by the employee while at work. If an environment is inclusive, employees feel they can speak up without fear of career repercussions.

An inclusive environment insures that everyone feels like they are valued -- that they belong.

### Why an Inclusive Environment Matters:



WOMEN WON'T ACHIEVE GENDER PARITY **UNTIL 2234**<sup>3</sup>



WOMEN REPRESENT FEWER THAN **25%** OF THE LEADERS IN THE "TECH WORKFORCE"<sup>10</sup>



WOMEN STILL EARN **80 CENTS** ON THE DOLLAR<sup>6</sup>



BUSINESSES GET **BETTER RETURN ON INVESTMENT**<sup>8</sup>



INCLUSION PROVIDES **RISK MITIGATION**<sup>8</sup>



BUSINESSES HAVE **LESS TURNOVER**<sup>2</sup>



EMPLOYEES ARE YOUR **CULTURE** AND YOUR **MARKETING ARM**. WHEN THEY FEEL INCLUDED THEY BECOME YOUR **BRAND AMBASSADORS**<sup>8</sup>



INCLUSION **INCREASES EMPLOYEE LOYALTY**. PEOPLE WANT TO GO THE **EXTRA MILE** TO HELP OTHERS<sup>18</sup>



IF A MEMBER OF YOUR TEAM HAS **TRAITS IN COMMON** WITH THE CUSTOMER, THEN THE ENTIRE TEAM WILL BETTER **UNDERSTAND THAT CUSTOMER**<sup>8</sup>



INCLUSION PROMOTES BETTER **DECISION MAKING**<sup>18</sup>



A COMPANY IS **1.7X MORE LIKELY** TO BE AN **INNOVATIVE MARKET LEADER** WITH AN INCLUSIVE, DIVERSE CULTURE<sup>7</sup>

InspiHer Tech, a Laso Company. Visit [www.inspiHERtech.com](http://www.inspiHERtech.com) for more information.

#### SOURCES:

1. 2017 World Economic Forum Report
2. Cornell University e Cornell – Diversity & Inclusion Certification
3. McKinsey, "Why Diversity Matters" - McKinsey and Company
4. 2017 World Economic Forum Report
5. LinkedIn
6. AAUW
7. Deloitte
8. Harvard Business Review 2013
9. PWC,Com/Time to Talk
10. Grace Hopper 2017
11. TechCrunch 2017
12. Catalyst Org
13. Pitchbook 2018
14. CB Insights
15. PwC & NVCA
16. Aimee Schuster, CMO, Miller Heiman Group
17. NCWIT.ORG
18. Forbes

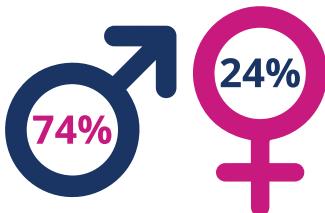
# Inclusion: By the Numbers



OF WOMEN FEEL WORKING A JOB THEY **ENJOY** IS **IMPORTANT**



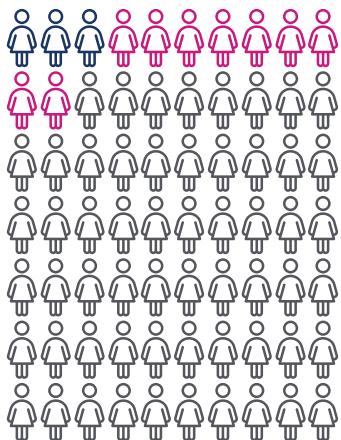
OF WOMEN FEEL HAVING **FLEXIBILITY** TO BALANCE THE DEMANDS OF **CAREER** AND **FAMILY/PERSONAL LIFE** IS **IMPORTANT**



74% OF STEM WORKERS ARE MALE, ONLY **24% ARE FEMALE**



WOMEN WITH **STEM JOBS** EARNED 33% MORE THAN COMPARABLE WOMEN IN **NON-STEM JOBS**



OF 100 FEMALE BACHELOR STUDENTS, **12 GRADUATE WITH A STEM MAJOR** BUT ONLY 3 CONTINUE TO WORK IN STEM FIELDS 10 YEARS AFTER GRADUATION



THE WAGE GAP BETWEEN WOMEN AND MEN IS MUCH SMALLER IN STEM OCCUPATIONS, **WOMEN EARN \$0.92 FOR EVERY \$1.00 EARNED BY MEN**, COMPARED TO \$0.77 IN OTHER FIELDS.

## TOP 3 BARRIERS FOR WOMEN IN TECH-INTENSIVE INDUSTRIES:

1. LACK OF ROLE MODELS
2. FEELING LIKE AN OUTSIDER
3. UNCLEAR EVALUATION CRITERIA<sup>12</sup>



COMPANIES THAT HAVE MADE PROGRESS TOWARD GENDER DIVERSITY ARE **2.5 TIMES GREATER** WHEN MEN ARE ACTIVELY INVOLVED IN THE CHAMPIONING FOR GENDER DIVERSITY<sup>16</sup>



**\$28 TRILLION**

DEVELOPMENT EXPERTS SAY, IF WOMEN WERE TO PLAY AN IDENTICAL ROLE IN LABOR MARKETS TO THAT OF MEN, AS MUCH AS \$28 TRILLION, OR 26%, COULD BE ADDED TO GLOBAL ANNUAL GDP BY 2025<sup>3</sup>