

MAKING THE BUSINESS CASE FOR DIVERSITY, EQUITY, AND INCLUSION (DEI)



Follow the questions for advice on how to stand up for DEI within your business.

(take a breath, then start here)

Are you receiving push back on DEI at your company?

NO

YES

Is the challenge based on cost or ROI concerns/arguments?

YES

NO

Companies in the top quartile of diversity outperform those in the fourth quartile by 36% in profitability. (McKinsey)

DEI IS EMPIRICALLY GOOD FOR YOUR BOTTOM LINE.
Ask your team (GC or CFO) to weigh the cost of losing these competitive advantages if your company moves away from efforts to create a more diverse workforce.

Is the challenge based on the need to access the best/most skilled/most secure talent?

YES

NO

82% of applicants consider a company's DEI reputation. If a company does not support DEI, 62% of job applicants would turn down a job offer from them. (Monster)

TOP TALENT DEMANDS INCLUSIVITY.
Ask your team to assess the effect of changing course on DEI, and specify the potential negative impact on company culture and talent management.

Is the challenge based on concern of legal risk or exposure to litigation?

YES

NO

There is no case law that prohibits organizational missions and goals tied to diversity, and existing protections for diverse employees remain the law of the land.

DO NOT BACK DOWN BASED ON FEAR.
Ask your legal counsel to clearly articulate the risks and consequences of existing policies, based on current laws.

Companies that overstate or fail to live up to DEI aspirations may be subject to lawsuits from pro-DEI lawsuits. (Bloomberg Law)
These companies might also be subject to state and federal investigations, including investigations launched by the SEC and FBI. (New York Times)

Is the challenge based on concern over your brand or company's reputation?

YES

NO

77% of consumers are willing to abandon brands that reverse their support for diversity. (ANA AIMM)

DEI ENHANCES YOUR BRAND FOR THE MAJORITY OF CONSUMERS.
Ask your team to identify its reputational risk if it limits or abandons its DEI work.

Whatever happens...
SPEAK UP, STAND FIRM, STAY IN TOUCH