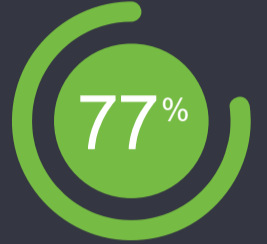


4 WAYS INCLUSION INTERSECTS WITH PROFITABILITY

Inclusive companies with diverse staff experience significant profit growth, with **2.3 times** higher profits per employee. Here are four ways inclusion impacts profitability.



1 Diversity Entices Top Candidates



Diverse companies have better odds of bringing in top candidates. **More than 77% of candidates assess company culture when considering a job offer.**

2 Different Perspectives Bring Innovation

By building on the differing ideas of their team, **companies can develop innovative products and services** to meet customer needs and set themselves apart from the competition.



3 A Diverse Team Relates to a Diverse Audience

Customers crave understanding and value in every aspect, from concerns and needs to frustrations and personal experiences. A diverse team excels at meeting these expectations, while also uncovering hidden target markets and product opportunities.

By prioritizing CX through diversity, companies ultimately enhance profitability.

4 Diversity Attracts Investors

With customer bases diversifying, **investors want to work with companies that prioritize workplace inclusion.** A diverse workforce not only appeals to investors but also attracts customers who value inclusivity. This drives business growth and revenue.

