The Business Case for Diversity & Inclusion

- Companies in the top quartile for racial and ethnic diversity are 35 percent more likely to have financial returns above their respective national industry medians.¹
- Companies in the top quartile for gender diversity are 15 percent more likely to have financial returns above their respective national industry medians.¹
- Inclusive teams make better business decisions up to 87% of the time.²
- Diversity makes it easier to attract top talent.³
- **Purl – Pixar Short Film** (addresses a lack of diversity and inclusion in the workplace and how it impacts those who are not a part of the “in-group”).

¹ From the article “Why Diversity Matters” in the Driving Diversity & Inclusion section.
² From the article “New Research: Diversity & Inclusion Leads to Better Decision Making At Work”.
³ From “What Job Seekers Really Think About Your Diversity and Inclusion Stats”.
Key Definitions

- **Equality** – The state of being equal, especially in status, rights, and opportunities.
- **Diversity** – The range of human differences such as race/ethnicity, gender, age, sexual orientation, family structure, education, religion, mental/physical ability, etc.
- **Inclusion** – Fostering a sense of belonging where individuals feel respected, heard, and supported regardless of cultural differences.
- **Unconscious Bias** – Accidental, unintended, or subtle judgments made by any individual that could be influenced by his or her background, cultural environment, and personal experiences. Examples of unconscious bias are as follows:
  - **Affinity Bias** – The tendency to favor individuals you perceive to be members of your own group.
  - **Confirmation Bias** – Searching for, interpreting, emphasizing, and recalling information in a way that confirms one’s own preconceived notions.
  - **Stereotyping** – A preconceived notion usually associated with all members of a group.
  - **Availability Bias** – Deciding based on the most accessible information rather than on more objective information.
  - **Recency Bias** – Ignoring outcomes at the beginning or middle of a sequence and only focusing on the most recent outcomes.
  - **Conformity Bias** – The tendency to do or believe things because other people do, often to gain acceptance or to conform to the group.

Driving Diversity & Inclusion

- The Dangers of Mistaking Diversity for Inclusion in the Workplace
- Three Requirements for a Diverse and Inclusive Culture
- Diversity Doesn’t Stick Without Inclusion
- How Diversity Can Drive Innovation
- Five Strategies for Creating an Inclusive Workplace
- Three Steps to Sustainable Diversity and Inclusion Strategies
- Eight Steps to Start or Grow a Diversity and Inclusion Initiative
- Why Diversity Matters
- New Research: Diversity and Inclusion Leads to Better Decision Making at Work
- Let’s Get Strategic: A Step by Step Process to Develop Your D&I Strategy

Resources

- Cisco’s 2019 Corporate Social Responsibility Report
- Diversity Best Practices Membership Information
- Accenture’s Inclusion and Diversity Survey: “Make it More Than a Mantra”
- Human Rights Campaign Foundation’s Corporate Equality Index 2020
- Chimamanda Ngozi Adichie TED Talk: The Danger of a Single Story
- Race Matters, eradicating racism in the corporate world webinars: https://infokf.kornferry.com/race-matters.html
Holidays 2021

January
- 17th: Martin Luther King Jr. Day
- 27th: International Holocaust Remembrance Day

February [Black History Month]
- 12th: Lincoln’s Birthday
- 12th: Lunar New Year
- 17th: Random Act of Kindness Day
- 25-26th: Purim

March [Women’s History Month]
- 5th: Employee Appreciation Day
- 6th: Ghana Independence Day
- 8th: International Women’s Day
- 11th: Lailat al Miraj
- 17th: Saint Patrick’s Day
- 19th: The Feast of Joseph
- 21st: World Down Syndrome Awareness Day
- 27th: First Day of Passover
- 28th: Palm Sunday
- 28-29th: Holi
- 29th: Vietnam War Veteran’s Day
- 31st: Cesar Chavez Day
- 31st: International Transgender Day of Visibility

April [Autism Awareness Month]
- 2nd: Good Friday
- 1st: Assyrian New Year
- 4th: Easter
- 4th: Passover Ends
- 5th: Easter Monday
- 6th: National Tartan Day
- 8th: Holocaust Remembrance Day
- 12th: Ramadan begins
- 14th: Songkran (Lao/Tai New Year)
- 14: Cambodian New Year
- 14-15th: Yom Haatzmaut (Israeli Independence Day)
- 22nd: Earth Day

May [Lupus Awareness, Asian/Pacific American Heritage and Mental Health Awareness Month]
- 2nd: Orthodox Easter
- 5th: Cinco De Mayo
- 9th: Mother’s Day
- 12th: Ramadan ends
- 15th: Armed Forces Day
- 16-18th: Shavuot
- 31st: Memorial Day

June [LGBT Pride Month]
- 12th: Philippine Independence Day
- 19th: Juneteenth
- 20th: Father’s Day

July
- 4th: USA Independence Day
- 17-18th: Tisha B’Av
- 17-22nd: Hajj
- 18-19th: Day of Arafah
- 20th: Columbian Independence Day

August
- 9th: Islamic New Year
- 18-19th: Ashura
- 14th: Pakistan Independence Day
- 15th: India Independence Day
- 15th: South Korean Independence Day
- 28th: Selichot

September [Childhood Cancer Awareness Month]
- 6-8th: Rosh Hashanah
- 15th: Independence Day for:
  - Costa Rica
  - El Salvador
  - Guatemala
  - Honduras
  - Nicaragua
  - September 15th–October 15th Hispanic Heritage Month

October [Breast Cancer Awareness and Disability Employment Awareness Month]
- 3-9th: Mental Illness Awareness Week
- 11th: International Girls Day
- 11th: National Coming Out Day
- 11th: Indigenous People’s Day
- 11th: Canadian Thanksgiving
- 18-19th: Mawlid Un Nabi
- 20th: International Pronouns Day

November [National Diabetes, Lung Cancer Awareness, National Adoption and National Native American Heritage Month]
- 4th: Diwali
- 11th: Veteran’s Day
- 13-19th: Trans Awareness Week
- 16th: Tolerance Day
- 20th: Trans Day of Remembrance
- 25th: Thanksgiving Day
- 28th-December 6th: Hanukkah

December [Universal Human Rights Month]
- 1st: World AIDS Day
- 2nd: Abolition of Slavery Day
- 3rd: International Day of Disabled Persons
- 5th: International Volunteer Day
- 25th: Christmas
- 26th: Boxing Day
- 26th- January 1st: Kwanzaa