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 medians¹.

- Companies in the top quartile for gender diversity are 15 percent more likely to have financial returns above their respective national industry medians¹.

- Inclusive teams make better business decisions up to 87% of the time².

- Diversity makes it easier to attract top talent³.

- 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
**D&I Non-Profit Organizations**

- Human Rights Campaign
- GLAAD
- ACLU
- PFLAG
- Amnesty International

**Holidays 2020**

**January**

- 20th: Martin Luther King Jr. Day
- 25th: Lunar New Year
- 27th: International Holocaust Remembrance Day

**February** *(Black History Month)*

- 12th: Lincoln’s Birthday
- 17th: Random Act of Kindness Day

**March** *(Women’s History Month)*

- 6th: Ghana Independence Day
- 6th: Employee Appreciation Day
- 8th: International Women’s Day
- 9-10th: Purim
- 10th: Holi
- 17th: Saint Patrick’s Day
- 19th: The Feast of Joseph
- 21st: World Down Syndrome Awareness Day
- 22nd: Lailat al Miraj
- 29th: Vietnam War Veteran’s Day
- 31st: Cesar Chavez Day
- 31st: International Transgender Day of Visibility

**April** *(Autism Awareness Month)*

- 1st: Assyrian New Year
- 5th: Palm Sunday
- 6th: National Tartan Day
- 10th: First Day of Passover/Good Friday
- 12th: Easter
- 13th: Easter Monday
- 13th: Songkran (Lao/Tai New Year)
- 13th: Cambodian Near Year
- 16th: Passover Ends
- 19th: Orthodox Easter
- 21st: Holocaust Remembrance Day
- 22nd: Earth Day
- 23rd: International Girls Day
- 23rd: Ramadan begins
- 28-29th: Yom Haatzmaut (Israeli Independence Day)

**May** *(Lupus Awareness, Asian/Pacific American Heritage and Mental Health Awareness Month)*

- 5th: Cinco De Mayo
- 10th: Mother’s Day
- 16th: Armed Forces Day
- 23rd: Ramadan ends
- 25th: Memorial Day
- 28-30th: Shavuot

**June** *(LGBT Pride Month)*

- 12th: Philippine Independence Day
- 19th: Juneteenth
- 21st: Father’s Day

**July**

- 4th: USA Independence Day
- 20th: Columbian Independence Day
- 28th: Hajj begins
- 29-30th: Tisha B’Av
- 30th: Day of Arafah

**August**

- 14th: Pakistan Independence Day
- 15th: India Independence Day
- 15th: South Korean Independence Day
- 20th: Islamic New Year
- 28-29th: Ashura

**September** *(Childhood Cancer Awareness Month)*

- 12th: Selichot
- 15th: Independence Day for:
  - Costa Rica
  - El Salvador
  - Guatemala

**October** *(Breast Cancer Awareness and Disability Employment Awareness Month)*

- 2-9th: Sukkot
- 4-10th: Mental Illness Awareness Week
- 11th: National Coming Out Day
- 12th: Indigenous People’s Day
- 12th: Canadian Thanksgiving
- 21st: International Pronouns Day
- 28-29th: Mawlid Un Nabi

**November** *(National Diabetes, Lung Cancer Awareness, National Adoption and National Native American Heritage Month)*

- 11th: Veteran’s Day
- 13-19th: Trans Awareness Week
- 14th: Diwali
- 16th: Tolerance Day
- 20th: Trans Day of Remembrance
- 26th: Thanksgiving Day

**December** *(Universal Human Rights Month)*

- 1st: World AIDS Day
- 2nd: Abolition of Slavery Day
- 3rd: International Day of Disabled Persons
- 5th: International Volunteer Day
- 10-18th: Hanukkah
- 25th: Christmas
- 26th: Boxing Day
- 26th- January 1st: Kwanzaa