

## The Benefits of DEI in Business by the Numbers

Why businesses must invest in diversity & inclusion now

The pursuit of Diversity, Equity and Inclusion (DEI) fueled an 800% increase in demand for recruiters specializing in diversity between 2017/18 and 2019/20. Business leaders are strategically investing to make their companies more diverse and therefore more successful.

#### Giving Companies & The Economy a Boost

30%

greater profits reported by companies with inclusive disability hiring 64%

prefer to purchase from companies they view as inclusive

**2X** more likely

for inclusive businesses to meet or surpass financial goals

\$25 billion

increase in GDP if just 1% more people with disabilities entered the workforce



#### Attracting and Keeping Top Talent

90%

accommodate disabled employees

Retention rate increase when businesses

80%

neurodivergent employees accessibility

Gen Z job seekers look for employers who offer

67%

Job seekers want to work for inclusive companies

### Diversity Leads to Smarter, More Creative Teams

more likely for diverse teams

homogenous teams

to price stocks correctly than

increase in performance when employees feel included at their

place of work

New products



to employees with disabilities



are created by companies with diverse leadership

# Google and Zoom both offer live captioning

for more inclusive conferencing

accommodate Blind employees

Companies Taking the Lead on Inclusivity







Slack has a screen reader feature to



employees which traditional recruiting policies may exclude

Microsoft has a neurodiversity hiring program to ID



Sources cited: Gartner, Deloitte, ThinkWithGoogle, Business.com, Bonus.ly, HR Dive, Forbes, Harvard Business Review, NCBI, Inc., Google, Slack, Microsoft

To embrace diversity and inclusion in your workplaces, consider Verbit. Our video captioning, Zoom transcription for note taking purposes and audio description solution help to create more supportive, effective environments for employees with disabilities. These tools are also shown to help entire workplaces perform and communicate more efficiently. To learn more