

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



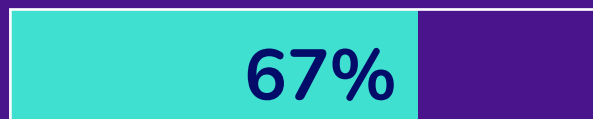
Attracting and Keeping Top Talent



Retention rate increase when businesses accommodate disabled employees



Gen Z job seekers look for employers who offer neurodivergent employees accessibility



Job seekers want to work for inclusive companies

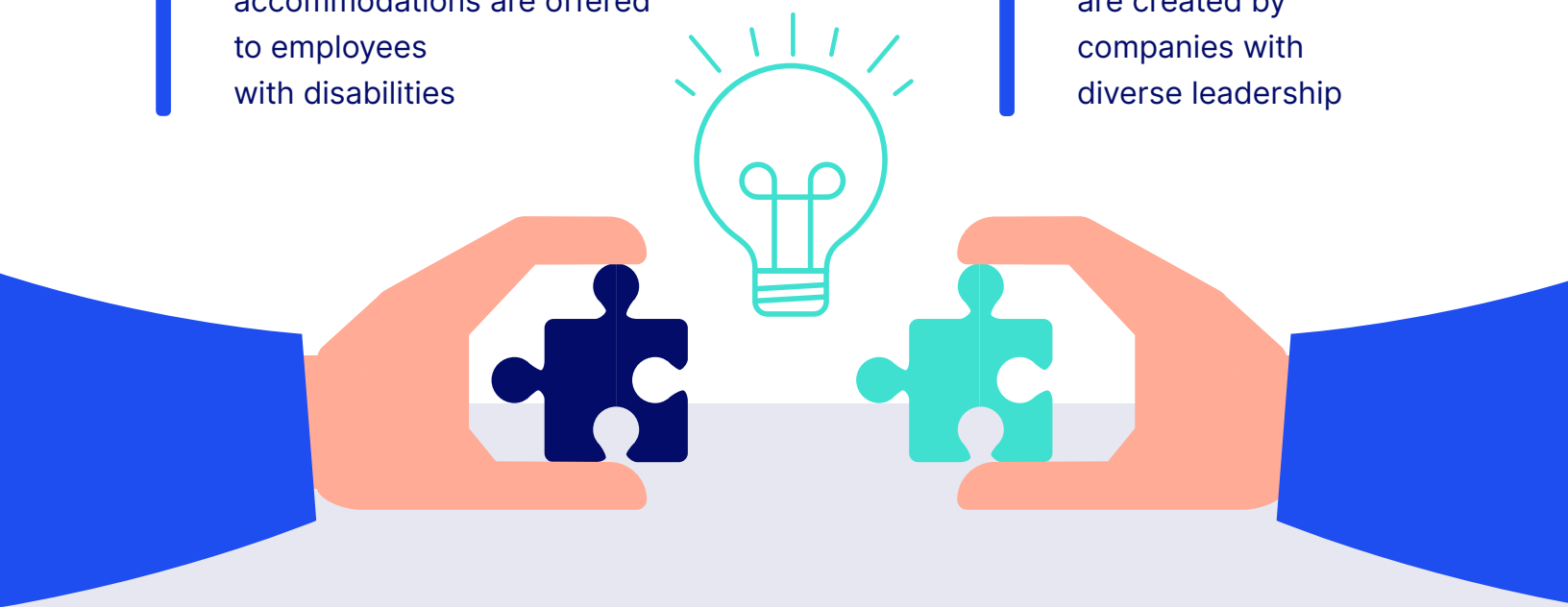
Diversity Leads to Smarter, More Creative Teams

58%
more likely for diverse teams to price stocks correctly than homogenous teams

56%
increase in performance when employees feel included at their place of work

↑ Creativity when workplace accommodations are offered to employees with disabilities

↑ New products are created by companies with diverse leadership



Companies Taking the Lead on Inclusivity



Google and **Zoom** both offer live captioning for more inclusive conferencing



Slack has a screen reader feature to accommodate Blind employees



Microsoft has a neurodiversity hiring program to ID employees which traditional recruiting policies may exclude