

WHY DIVERSITY?

THE CASE FOR FOSTERING BELONGING

The Business Case

Employee Retention

- everyone has different needs; employees switch organizations to find fit
 - cultural or spiritual accommodations
 - social interactivity
 - ergonomic spaces
- being inclusive fosters belonging
 - increases loyalty
 - improves attitudes
 - increases creativity
 - increases productivity
- providing ideasharing opportunities enhances
 - understanding of the 'other'
 - provide all employees with equitable accommodations
 - increased transparency
 - greater trust
 - healthier culture

Diversity of Thought

- Human tendency to hire people who look like us and think like us → leads to:
 - groupthink
 - limited potential design
 - products with limited usage
 - limited market
- Diverse workforce promotes
 - improved research
 - access to broader client base
 - increased opportunities for improvement

Organizational Sustainability

- healthy organizational culture
 - decreased conflict
 - increased productivity
 - increased loyalty
 - increasing motivation for organization to succeed
 - high rates of job satisfaction
- financial growth
 - less employee turnover
 - increasing efficiencies
 - increasing creativity → more opportunities for enhancements in design, efficiencies, etc

Really? YES!

research shows that organizations with near balance of men and women (≥30%) have

- high employee retention
- improved employee wellness
- improved employee satisfaction
- improved financial performance
- ongoing organizational improvements

How To Develop a Diverse Workforce

Accommodations

- be open to the different needs of different people
- include everyone in finding solutions
- ask others what they need to feel included
- ask others when they need to improve the workplace

Recruiting

- use 'feminine' language
 - commitment, compassion, cooperative, interpersonal, responsible, trust, etc
 - only include required skills, knowledge and expertise
- use neutral language
 - proven, sound, solid
 - neutral pronouns: they, them, their

Recommendations to add to the list?
Let us know at the address below

For help with recruiting language: <https://www.totaljobs.com/insidejobs/gender-bias-decoder>; <https://www.justice.gc.ca/eng/rp-pr/cj-jic/legis-redact/legistics/a1p15.html>; <https://ideas.wharton.upenn.edu/wp-content/uploads/2019/07/Goucher-Friesen-Kay-2011.pdf> and https://www.researchgate.net/publication/315074940_GENDERED_WORDS_IN_CANADIAN_ENGINEERING_RECRUITMENT_DOCUMENTS; more on the business case: https://www.researchgate.net/publication/264495790_Gender_Balance_in_Engineering_Is_This_Issue_Worth_Pursuing; <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-mis-how-inclusion-matters>

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