

# DIVERSITY AND INCLUSION: How doing the right thing for our world can be the best thing for business.

It's up to all of us to build a more diverse and inclusive world, from the way we teach our children to how we work — and even how we market. After all, marketers are image builders and communicators.

**The way you market says something about how you see the world, and how you want others to experience it.**



## DIVERSITY It's good for education.

“A growing body of research suggests that bringing students of disparate races and social classes together can boost children’s test scores and help them develop empathy.”

New York Times

Middle school students from a range of racial and ethnic backgrounds feel

- SAFER
- LESS LONELY
- LESS BULLIED

Sudikoff Family Institute



## It's good for the workplace.

2.3X

Greater cashflow per employee generated at highly-inclusive organizations

Deloitte

19%

Higher revenue for companies with diverse management teams

BCG

60%

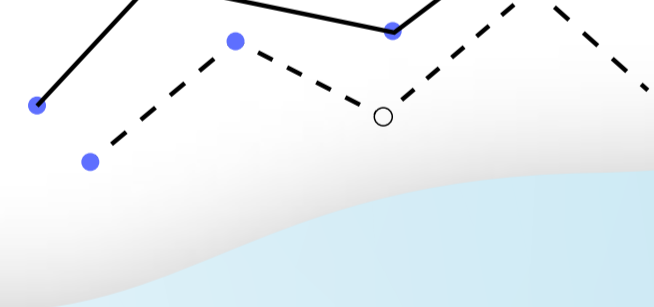
Improvement in decision-making for diverse teams

Cloverpop

Racially diverse teams outperform non-diverse ones by

35%

Forbes.com

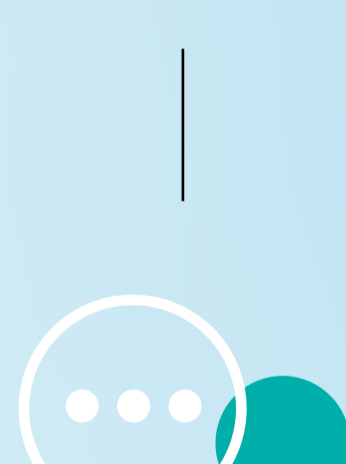


## And it's smart marketing.

61%

of people surveyed believe that diversity in advertising is important.

Statista



42%

want more racial diversity in ads.

Statista

## 5 ways to build diversity and inclusion into your marketing strategy

- Hire and maintain a diverse team.**  
Incorporate different viewpoints, life experiences, and cultures for the broadest possible view of the world.
- Expose your team to different perspectives and cultures.**  
Help your team members see the vast variety in the human experience.
- Do the research. Uncover the insights.**  
Don't just assume you know what diversity means and how to best achieve it. Check the research.
- Keep it visual.**  
Images tell a powerful story. Make sure the ones you use reflect a diverse reality.
- Personalize.**  
There's no one-size-fits-all approach to diversity. Be sensitive to the fact that everyone's life experience is unique.

Want to learn more ways to incorporate diversity and inclusion into your marketing strategy?

Contact us today

