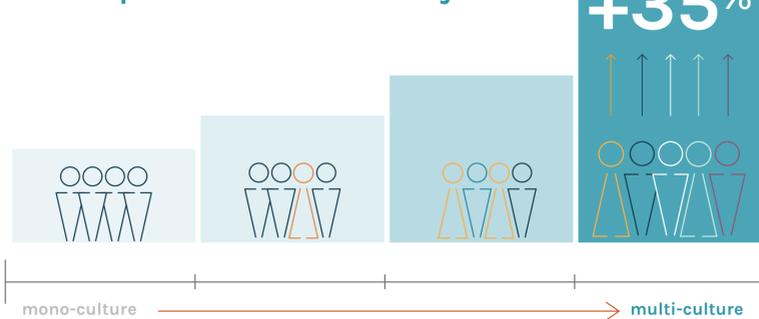


## The Case for Change

Diversity and inclusion is proven to lead to **better commercial results**

- 1** Companies in the top quartile of ethnic diversity are **35% more likely to financially outperform their industry.**<sup>1</sup>



- 2** The companies in the top quartile of gender diversity are...

**15%** more likely to financially outperform their industry.<sup>1</sup>



- 3** Companies with a high ethnic diversity are **33% more likely to have higher than average market share** and companies with high gender diversity are **38% more likely to have higher than average market share.**<sup>2</sup>



- 4** Companies with at least one female exec outperform the stockmarket by 37%, and companies with at least 30% female exec outperform the stockmarket by 173%.<sup>3</sup>



Companies with female board members are 26% more profitable than companies with all-male boards.<sup>4</sup>

- 5** The highest rated companies for LGBTI inclusion consistently outperform the stockmarket.<sup>5</sup>



### More creativity and innovation

Demographically diverse groups make better decisions and produce more innovations, because they bring in different perspectives<sup>6</sup> and help guard against 'groupthink' and false consensus effect bias (which causes individuals to overestimate the number of people who see the world as they do).<sup>7</sup>

A workforce that better reflects New Zealand's diversity provides a 'real' perspective of needs. When teams have members with traits in common with the end user, the entire team better understands that user.<sup>8</sup>



### Happier People

The millennial generation seeks out employers with a strong record on equality and diversity,<sup>9</sup> and when an employee perceives their cultural beliefs are included in a workplace, it benefits job outcomes, career satisfaction, organisation commitment and retention.<sup>10</sup>

## CEOs who've led strategies to promote diversity & inclusion see these results in effect:<sup>11</sup>



"This research proves the business case for diversity and inclusion – better still, it vindicates the even more compelling human case for warmly embracing the rich diversity of New Zealand throughout our workplaces and boardrooms."

– Dame Jenny Shipley