

INCLUSION KEEPS YOU OUT OF TROUBLE

While including everyone is simply the right thing to do, and there are some major financial benefits, there is another motivator you can use to convince people to get on board with inclusion...and that's the fear of getting in trouble!

The potential risk or missed opportunity cost not being inclusive can tap into the drivers of your most cynical stakeholders.

- The average employment lawsuit takes just under a year to resolve, and while many of these are settled out of court, when they go to trial, employees and other **plaintiffs win 67 percent of the time and the average judgment is US\$200,000 not including defense costs.** It gets worse, because as many as 25 percent of employment practice lawsuits result in judgments of \$500K or more. Employment claims also jeopardize your reputation and erode staff productivity and morale.
- When a customer is discriminated against by your organization it can potentially explode into a **public relations crisis** resulting in lost sales, slowed sales, long-standing reputation issues that trail companies for years, scathing social media reactions, and depressed demand. The negative attention then naturally leads to a loss of customer and employee loyalty and competitors capitalizing on your troubles.
- Top talent want to work in organizations that meet certain moral and ethical standards that align with their own values. Any PR crisis could have far reaching effects into your **employer brand** and ultimately your ability to draw interest from the most talented candidate pool.
- Most government contract and tender requests now have a **social procurement clause.** The changing societal landscape and the global economy are beginning to demand inclusion. A thriving and inclusive diverse workforce and product and service offering will be an organization's insurance policy to continue to innovate and remain relevant.
- There is a penalty for opting out of inclusive efforts. The penalty for bottom-quartile performance on diversity persists. Overall, companies in the bottom quartile for both gender and ethnic/cultural diversity are **29 percent less likely to achieve above-average profitability than all other organizations and lag significantly behind their competitors.**

