

INCLUSION MAKES YOU MORE MONEY

While you shouldn't really need a return on investment to justify inclusion...there are just some people that need to know there is going to be a benefit to them or the organisation before they will commit to taking action. You will also possibly find you will need to present a supported argument in a business case when requesting funds to support activities to implement business-as-usual inclusion. The other benefit of having some numbers ready to support inclusion, is that it stops any suggestion that inclusion is 'just a nice thing to do' in its tracks. Business-as-usual inclusion is a business imperative.

Here are some return on investment statistics you can use to support the justification for diversity and inclusion:

- The most radically diverse workplaces in terms of gender, ethnicity, and sexual orientation are **12 percentage points more likely to outperform industry averages** than the least diverse businesses.
- Companies in the top quartile for gender diversity on executive teams are **21% more likely to outperform on profitability and 27% more likely to have superior value creation.**
- Companies in the top quartile for ethnic/cultural diversity on executive teams are **33% more likely to have industry-leading profitability.**
- In contrast to a team of all-males or all-females, a team with equal representation of men and women represent a **revenue gain of 41%.**
- Teams that are diverse and engaged on average have a **46% higher increase in comparable revenue** than homogenous and less-engaged teams .
- 20% of consumers live with a disability. And 30% of families have a family member with a disability. Most businesses are not taking advantage of the nearly **half a trillion dollars in this untapped market .**
- **66% of consumers** will purchase goods and services from a business that features persons with disabilities in their advertising, while **78%** will purchase goods and services from a business that takes steps to ensure easy access for individuals with disabilities at their physical locations .

