

# 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 idea-sharing 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

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

#### Recruiting

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

For help with recruiting language: <https://www.insidejrb.com/insidejrb/gender-bias-decoder>; <https://www.justice.gc.ca/eng/rp-pr/scj-jsc/legis-redout/legistics/la15.html>; <https://idea.wharton.upenn.edu/wp-content/uploads/2018/07/Goscher-Friesen-Key-2011.pdf> and [https://www.researchgate.net/publication/215874940\\_GENDERED\\_WORDS\\_IN\\_CANADIAN\\_ENGINEERING\\_RECRUITMENT\\_DOCUMENTS](https://www.researchgate.net/publication/215874940_GENDERED_WORDS_IN_CANADIAN_ENGINEERING_RECRUITMENT_DOCUMENTS) more on the business case: [https://www.researchgate.net/publication/264955790\\_Gender\\_Balance\\_in\\_Engineering\\_Is\\_This\\_a\\_Issue\\_worth\\_pursuing](https://www.researchgate.net/publication/264955790_Gender_Balance_in_Engineering_Is_This_a_Issue_worth_pursuing); <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters>

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