

# 11 Diversity, Equity & Inclusion Statistics That Will Change How You Do Business

The benefits of implementing DEI initiatives in the workplace are far-reaching and significant. If your leadership team or key stakeholders need a bit of a nudge, we've gathered some of the most compelling DEI statistics around. **Know it, show it, champion it—more diversity, equity, and inclusion at your company only has benefits.**

If these are unfamiliar topics, you're probably wondering what these terms mean in a business context, and why they're important. First, let's talk about definitions:

Diversity refers to *who* is at work: who is recruited, hired, and promoted by a company. In other words, diversity is the representation of a range of traits and experiences in a company's workforce.

Equity requires an *understanding* of disparities between different groups of people due to marginalization or discrimination. For equity to be possible, we must address systems that benefit some and hurt others.

Inclusion refers to how people *feel* at work. A company's workforce may be diverse, but if employees do not feel safe, welcomed, and valued, that company isn't inclusive and will not perform to its highest potential.

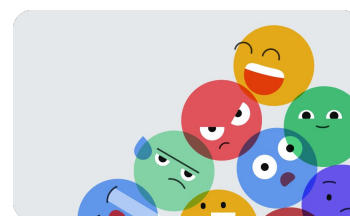
## Statistics that prove why you should incorporate DEI initiatives



**1.** The millennial and Gen Z generations are the most diverse in history. 72% of baby boomers are white whereas 56% of millennials & 50% of Gen Zers are white. ([CNN Money](#))

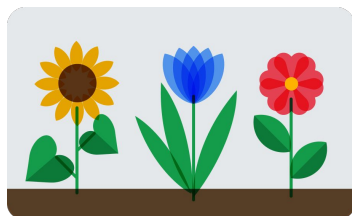


**2.** 67% of job seekers consider workplace diversity an important factor when considering employment opportunities. ([Glassdoor](#))



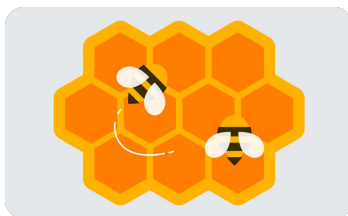
**3.** 45% of American workers experienced discrimination or harassment in the last year. ([Gallup](#))

**4.** 50% of women report experiencing microaggressions and 14% experienced harassment in the last year. 93% of women think reporting non-inclusive behaviors will negatively impact their careers. ([UPL](#))



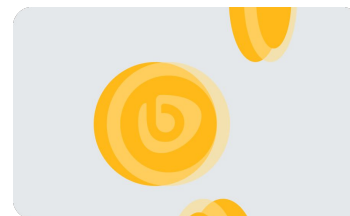
**5.** Race and seniority level: 85% of executives are white, 83% of senior managers, and 75% of managers are white.

[\(US Census Bureau\)](#)



**6.** Companies whose executive teams are more than 30% women are almost 50% more likely to outperform less gender-diverse companies.

[\(McKinsey\)](#)



**7.** Companies scoring in the top quartile for ethnic and cultural diversity are 36% more profitable than those in the bottom quartile.

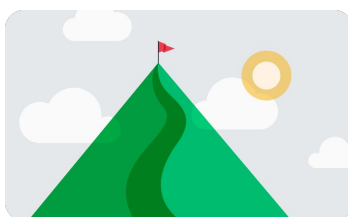
[\(McKinsey\)](#)

**8.** 83% of millennials are actively engaged at work when they believe the culture of their organization is inclusive. [\(Deloitte\)](#)



**9.** Companies with above-average diversity had 19% higher revenues attributed to innovation.

[\(Harvard Business Review\)](#)



**10.** Employees with a greater sense of belonging and inclusion at work report 167% higher eNPS scores.

[\(Harvard Business Review\)](#)



**11.** A strong sense of belonging among employees results in a 56% increase in job performance and a 50% lower risk of turnover.

[\(Harvard Business Review\)](#)

## The takeaway

With these statistics, you can see why you should make diversity, equity, and inclusion top priorities at your company: DEI initiatives make workplaces smarter and more successful, while also contributing to increased job satisfaction, employee retention, and revenue. Don't get left behind—increased diversity and inclusion is a competitive advantage for any organization.

# How Bonusly Can Help You:

Bonusly is the employee engagement solution that combines 360-degree recognition, meaningful feedback, and rewards that employees love to keep them engaged and connected. Our software makes it fun and easy for everyone within your organization to publicly recognize everyone else by giving small bonuses that add up to meaningful rewards.

## Improve Engagement

70% of Bonusly users said that Bonusly improved employee engagement. More than half (65%) of those surveyed saw improved eNPS scores after implementing Bonusly. Studies show that improved engagement is linked to better productivity, financial performance, customer experience, and retention! 📈

## Boost Morale

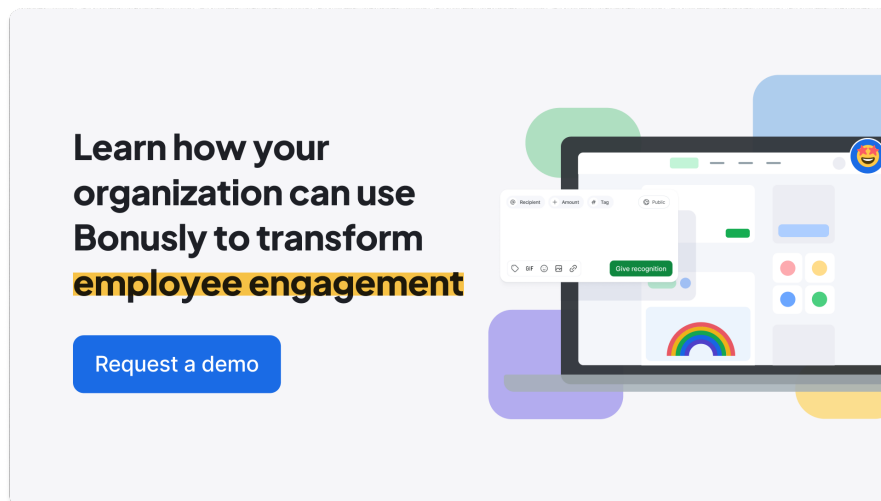
Bonusly helps bring your company's core values to life with everyday interactions. ❤️ 72% of Bonusly users saw an increased connection with core values after implementing Bonusly. When core values are connected to real, tangible, examples of employees living them, organizational culture is fortified.

## Grow Recognition Frequency

Around two-thirds of Bonusly customers reported both increased **frequency** of recognition and **increased** visibility of recognition. In fact, 74% of respondents saw increased frequency of recognition and 75% of respondents saw increased visibility of recognition. Seeing is believing! 👁️

## Reduce Admin Time

77% of Bonusly users were able to implement Bonusly in less than a month, and 73% of Bonusly admins spend 2 hours or less managing Bonusly per month. This is huge. 😄 Bonusly is a fun and smart tool that increases employee engagement without a ton of complex overhead.



Learn how your organization can use Bonusly to transform **employee engagement**

Request a demo