The facts support the claim:  

**DIVERSITY MATTERS**

Trusted research consistently finds that well-managed diverse and inclusive workplaces make for better business. The impressive list of benefits detailed below represent findings drawn from important global studies positively connecting diversity and business.

Use this graphic and accompanying tool to raise awareness, move toward mobilization and action, and enact change.

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**Pillars of the Business Case**

**Improving Financial Performance**

- Better Financial Performance
- Higher Return on Sales
- Higher Return on Equity
- Higher Return on Invested Capital
- Performance That Outperformed Industry Averages

**Leveraging Talent**

- Better Stock Growth
- Smaller Gender Pay Gap
- Better Economic Growth
- Greater Social Responsiveness
- Improved Corporate Sustainability
- Lower Risk of Insolvency
- Higher Market to Book Value
- Higher Scores of Organizational Excellence
- Increased Firm Value
- Increased Productivity
- Increased Profitability
- Increased Percentage of Women in Line Positions
- Decreased Turnover Intentions
- Higher Employee Satisfaction
- Better Corporate Governance
- Better Corporate Oversight
- Higher Levels of Boardroom Involvement
- Better Board Member Attendance
- Lower Corporate Fraud
- Higher Quality CSR Initiatives
- Better Corporate Social Performance
- Improved Corporate Reputation
- Higher Likelihood of Being Considered Ethical
- Higher Customer Satisfaction
- Higher Collective Intelligence
- Higher Social Sensitivity
- Better Problem-Solving Abilities
- Increased Creativity
- Better Performance on Highly Complex Tasks
- Increased Innovation
- Increased Knowledge Formation and Patents
- Increased Board Development
- Reduced Conflict

**Reflecting the Marketplace and Building Reputation**

- Greater Social Responsiveness
- Improved Corporate Sustainability
- Lower Risk of Insolvency
- Improved Corporate Reputation
- Higher Social Sensitivity
- Better Problem-Solving Abilities
- Increased Creativity
- Better Performance on Highly Complex Tasks
- Increased Innovation
- Increased Knowledge Formation and Patents
- Increased Board Development
- Reduced Conflict

**Increasing Innovation and Group Performance**

- Higher Collective Intelligence
- Higher Social Sensitivity
- Better Problem-Solving Abilities
- Increased Creativity
- Better Performance on Highly Complex Tasks
- Increased Innovation
- Increased Knowledge Formation and Patents
- Increased Board Development
- Reduced Conflict

**And One More: It’s the Right Thing to Do**

Women in Leadership, Board Positions, or Workforces
LGBT Inclusion
Multiple/Other Dimensions of Diversity (race/ethnicity, nationality, age, etc.)

Frequency of findings

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Sources:

For more detail on each study, see Catalyst, Why Diversity Matters (2013).