

Quick read

The benefits of a DEI organisational culture



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We all remember back in 2020, when a social justice revolution gained momentum, bringing much-needed attention to systemic racism that inhibits minority ethnic groups from fully accessing or participating in opportunities available.

Organisations around the world have pledged their support for racial justice, citing Diversity, Equity and Inclusion (DEI) as their top priority. But real change requires more than a statement of solidarity – organisations must address the inequities that exist within their own culture and take purposeful, educated steps to combat them. The health and wellbeing of workforces and businesses depend on it.





Diversity, equity and inclusion

Better together

Diversity, equity and inclusion lead to better business outcomes, but they can't exist in silos. These three concepts are integral to meaningful progress and lasting change. Organisations that successfully establish a diverse, inclusive and equitable culture can expect:



8X

greater likelihood of attaining **better business results** than their competitors.



6X

more likely to be **innovative and agile**.



3X

better odds of being a high-performing business by **attracting and retaining top talent**.



2X

higher chance of **reaching or exceeding financial goals**.

It's important to remember that an individual cannot be 'diverse' as a sole entity.

Diversity exists when a variety of people join together with a range of unique experiences, knowledge and perspectives, which inspires creative thinking and problem-solving within a team. When employees are empowered to bring their authentic self to work, they feel more confident in their abilities and are inspired to bring their best work to the table.



Thriving with a supportive company culture

Performance improves when all employees feel valued

Feeling like you belong to a group is key to building social networks and improving one's overall sense of wellbeing. When organisational leaders work towards creating inclusive teams that ensure individuals feel included in the workplace culture, employee productivity, creativity and health thrive. Organisations that nurture a sense of inclusivity can expect to see:



29%

increase in **intra-team collaboration**.



20%

increase in **quality of decisions**.



17%

increase in **overall team performance**.

Driving employee satisfaction

Beyond improving work performance, individuals who feel included and supported are more likely to engage in healthy behaviours, strive for self-improvement, avoid habits that may be detrimental to one's overall health, build resilience and work harder to complete a challenging task, both in and outside of work. If there's one thing to take away from 2020, it's that **resilient employees are healthy employees**, and healthy employees are essential to a successful business.

What's more, creating an inclusive and diverse workplace culture that focuses on equity rather than simply equality is important for attracting and retaining top talent.

8 in 10 candidates report that inclusion is important when choosing an employer.

4 in 10 of those same individuals report that they would leave their company for a more inclusive one.

More than half of employees at diverse companies report excellent team morale as compared with less than a quarter from less diverse organisations.

Improving health outcomes

Understanding health disparities

One's health is primarily shaped by lifestyle, which is heavily influenced by the environments in which one grows, learns, lives, socialises and works – a principle known as [social determinants of health](#). Given that we spend roughly one-third of our lives at work, it's essential to address these factors in the workplace to help employees achieve health equity and foster true racial equality.

In the UK, men living in the most deprived areas can expect to [live nearly 10 years less](#) than those living in the least deprived areas.

From a UK study conducted in March and April in 2020, the rate of deaths involving Covid-19 was [nearly double in the most deprived areas](#) compared with the least deprived areas.

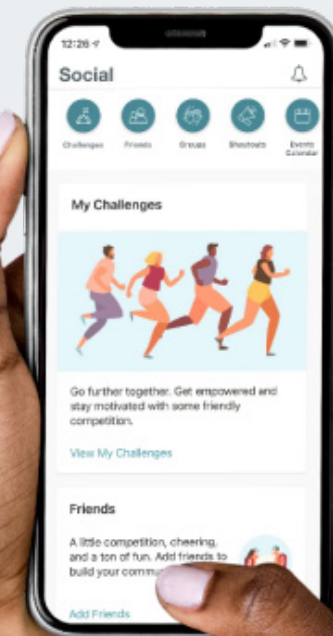
In New Zealand, the health of people from Anglo-Celtic backgrounds is around [36–44% better due to their access to health services](#).

In Malaysia, nearly [40% of adults from lower income households suffer high blood pressure](#) vs 27% from higher income households.

In Switzerland, people from lower income backgrounds are [6 times more likely to develop lung cancer](#) than those with higher incomes.

Give your employees the tools and resources to improve their health and wellbeing today.

Learn more



Committing to an equitable workplace

It's time to follow through

After pledging your organisation's commitment to workplace equity, it's time to follow through. For many, this is a major undertaking and will require the help of outside experts, workplace leaders and employees, along with ongoing reinforcements and reminders. [Dr. Aletha Maybank](#) recommends that organisations build a plan to normalise, organise and operationalise racial and gender equity in the workplace. Understanding why racial inequities, particularly those related to health outcomes, exist and persist is also key to developing a plan that effectively addresses the health disparities impacting the members of your organisation

Engaging your employees in important issues and organisation-wide change is even more challenging when dealing with a dispersed workforce. That's where the role of a [digital health platform](#) comes into play. From unified messaging to targeted tips on DE&I to company-wide wellness challenges centered around inclusion and equity, a digital wellness platform ensures all employees are receiving the necessary support to stay informed and tools to become an active member in this culture of equity.



60%

of Virgin Pulse members use the platform daily.



58%

of members say Virgin Pulse makes their company a better place to work.



58%

Virgin Pulse users report a 58% increase in the pride they take in their company's culture.



50%

Staff turnover for Virgin Pulse members is 50% less than for non-members.

Focusing on the holistic wellbeing of your entire workforce by providing adequate resources, opportunity and support to empower your people to take charge of their health is essential to creating a truly inclusive culture of equity. While your workforce may not physically be together, your organisation can [unite your people](#) while targeting their individual needs through one easy-to-use, highly personalised digital platform.

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creating a better workplace?
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