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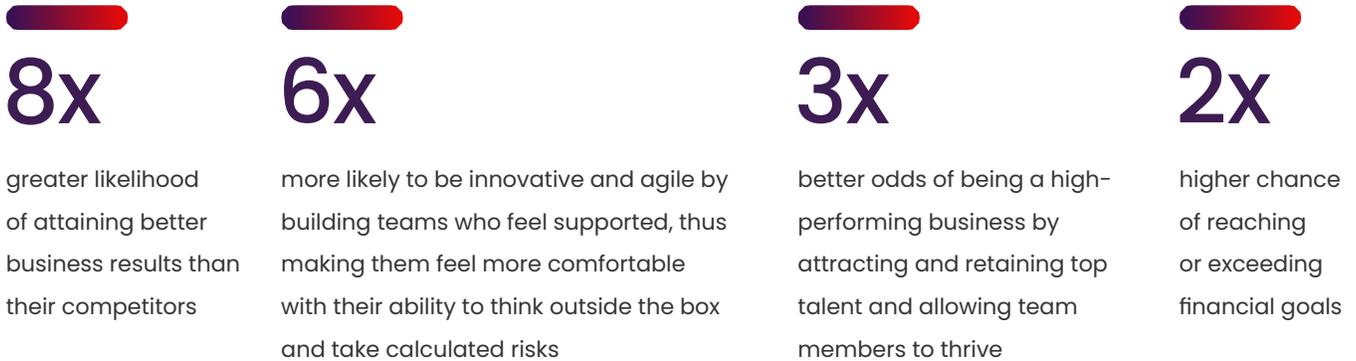
The Benefits of a Diverse, Equitable and Inclusive Organizational Culture

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. Organizations 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 by building teams who feel supported, thus making them feel more comfortable with their ability to think outside the box and take calculated risks

3x
better odds of being a high-performing business by attracting and retaining top talent and allowing team members to thrive

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.

• Innovation is enhanced by 20% while helping to identify and reduce risks by 30% in diverse teams[1]

• Companies with racially and/or ethnically diverse teams are 36% more likely to exceed financial returns, as defined by EBIT (earnings before interest and taxes), projected by national industry medians than organizations that do not promote an inclusive culture[2]

• Businesses that promote gender inclusivity are 21% more likely to exceed those same national industry medians than less-inclusive organizations[2]

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 organizational leaders work towards creating inclusive teams that ensure individuals feel included in the workplace culture, employee productivity, creativity and health thrive. Organizations that nurture a sense of inclusivity can expect to see:

Driving employee satisfaction

Beyond improving work performance, individuals who feel included and supported are more likely to engage in healthy behaviors, strive for self-improvement,[3] 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.[4] If there's one thing to take away from past few years, 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.

29%

increase in intrateam collaboration

20%

increase in quality of decisions

17%

increase in overall team performance

8 in 10

8 in 10 candidates report that inclusion is important when choosing an employer.[5]

4 in 10

4 in 10 of those same individuals report that they would leave their company for a more inclusive one.[5]

More than half

More than half of employees at diverse companies report excellent team morale as compared with less than a quarter from less diverse organizations.[6]

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, socializes and works – a principle known as social determinants of health. Given that we spend roughly one-third of our lives at work,7 it's essential to address these factors in the workplace to help employees achieve health equity and foster true racial equality.

• 6 in 10 U.S. adults are living with a chronic condition like high blood pressure, diabetes or obesity. 4 in 10 U.S. adults are living with two or more chronic conditions.

• Minority ethnic populations have a 1.5-2x greater likelihood of developing a major chronic condition.

• Patients with these underlying conditions are 12x more likely to die of COVID-19.

• In the U.S., the hospitalization rate for Black Americans was 4.7x higher and the death rate was 2.1x higher than that of White Americans.[8]

Creating a Culture of Health

Employers have a responsibility and an opportunity to improve these health outcomes. Promoting health and wellbeing at work, providing relevant educational materials and making resources easily accessible can empower your workforce to take charge of their personal health.

Committing to an Equitable Workplace

It's time to follow through

Organizations pledged their commitment to workplace equity in 2023 – now 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, the American Medical Association's inaugural chief health equity officer and vice president, recommends that organizations build a plan to normalize, organize and operationalize 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 organization.

Engaging your employees in important issues and organization-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.
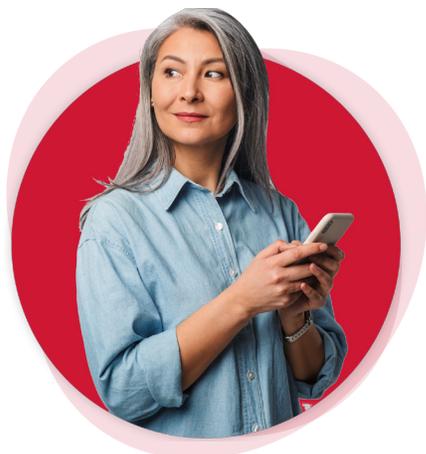
50%
of Virgin Pulse members use the platform daily

54%
of members say Virgin Pulse makes their company a better place to work

54%
Virgin Pulse users report a 58% increase in the pride they take in their company's culture

40%
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 organization can unite your people while targeting their individual needs through one easy-to-use, highly personalized digital platform.

Ready to take the next step towards health equity in 2023? Request a demo today.

Links to sources:

1 https://www2.deloitte.com/us/en/insights/deloitte-review/issue-22/diversity-and-inclusion-at-work-eight-powerful-truths.html

2 https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters; https://www.mckinsey.com/~/media/mckinsey/

business%20functions/organization/our%20insights/delivering%20through%20diversity/delivering-through-diversity_full-report.ashx

3 https://neuroleadership.com/your-brain-at-work/benefits-of-inclusion-at-work

4 https://pubmed.ncbi.nlm.nih.gov/15796662/

5 https://www2.deloitte.com/content/dam/Deloitte/us/Documents/about-deloitte/us-about-deloitte-unleashing-power-of-inclusion.pdf

6 https://www.brodeur.com/brodeur-partners-research-shows-morale-productivity-and-loyalty-are-much-higher-in-diverse-workplaces/