

NEWSLETTER

DIVERSITY AND INCLUSIVITY

Diversity and inclusivity in the workplace refer to creating an environment that values and embraces individual differences and ensures that all employees feel respected, supported, and included regardless of their unique characteristics and backgrounds. Diversity and inclusivity in the workplace go hand in hand. However, for these benefits to be fully realized, it is essential to create an inclusive culture that actively values and leverages the diversity present within the organization.

In today's interconnected world, businesses often operate in global markets. Having a diverse workforce that can navigate various cultural norms and communicate effectively across borders gives companies a competitive edge.

Inclusion and diversity are the fuel for innovation and creativity.



WHY DIVERSITY AND INCLUSIVITY?

Salesforce, a cloud-based software company, has various programs and initiatives to promote diversity, including equal pay assessments, diverse hiring practices, and employee resource groups. Through these efforts, Salesforce has cultivated a culture of inclusivity that has been recognized as a key driver of its success and innovation.

How companies foster diversity and inclusivity



Marriott International is strongly committed to equity, with over 40% of its top 1,000 leaders being women. Their goal is to achieve gender parity in global leadership by 2025. They have a diverse workforce, with 53% women and 66% people of color. Marriott's dedication to diversity and inclusion has earned them a spot in Forbes' "Best Employers for Diversity" list. Moreover, the company supports diversity by partnering with over 4,000 diverse-owned businesses in their supply chain annually.



Amazon fosters a culture of creativity and problem-solving by nurturing a workforce with varied perspectives. Inclusivity is integral to the employment journey, as the company eliminates bias from its hiring processes, evaluating candidates solely based on skills, experience, and potential. Additionally, Amazon supports minority-owned businesses through dedicated programs and platforms, empowering them to flourish and reach a wider customer base globally.



Netflix appoints Verna Myers as 'Inclusion Strategist' amid criticism of diversity issues. Following the dismissal of former spokesperson Jonathan Friedland for using offensive language, Myers, an African American author, and founder, aims to promote acceptance and cultural diversity within Netflix. The company faced backlash for the lack of diversity, especially among TV and film directors. Initiatives like the "Strong Black Lead" campaign spotlight achievements of African-American actors in their content, signaling efforts to improve representation and inclusivity.

