

# 15 Key Benefits Of DEI To Communicate With Team Members

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In light of the recent societal spotlight on racial justice and equality, many businesses have taken a renewed interest in diversity, equity and inclusion (DEI). For these efforts to be truly successful, however, there must be buy-in from the entire organization.

Employees are more likely to support DEI efforts if they understand the many potential benefits, so it's up to company leaders to share these insights with their team. Below, the members of [Forbes Human Resources Council](#) share 15 benefits of diversity, equity and inclusion that are crucial for any business.

**Forbes Human Resources Council** members offer examples of benefits that come with implementing DEI initiatives.

### **1. Inclusive Companies Are More Likely To Hit Financial Goals**

DEI efforts are incredibly important for retention. Highly inclusive companies are more likely to hit their financial target goals [by up to 120%](#), so there are very strong business reasons for prioritizing DEI. - [Claire Schmidt](#), [AllVoices](#)

### **2. Diversity Equals Excellence**

Focusing on diversity isn't just the right thing to do. It's good for your business. Diversity of gender, race, nationality, creed, sexuality and anything else means you're better representing what the world looks like, your customer base and whomever you cater to. It also means a wealth of ideas and input you may not have thought of. It elevates at every level. - [Darren Kimball](#), [GetFive](#)

### **3. DEI Helps Employees Feel Safe, Respected And Connected**

It's so important for businesses to encourage their employees to bring their whole selves to work and celebrate them for all that they are. Promoting and highlighting DEI efforts helps employees feel safe, respected and more connected, which can lead to a stronger sense of community and increased productivity. This drives happier, more engaged humans, which is paramount right now. - [Jennifer Reimert](#), [Workhuman](#)

### **4. Diverse Teams Innovate Faster**

DEI efforts offer countless benefits, but employees should also recognize their economic impact. According to [McKinsey](#), the most diverse companies are more likely than ever to outperform financially. Other [studies](#) show that organizations with diverse leaders and employees innovate at a faster rate, as diversity of thought fuels new product development and generates opportunity for everyone. - [Kristina Johnson](#), [Okta](#)

### **5. DEI Drives Improved Business Outcomes**

I don't think I can possibly narrow the benefits of DEI to just one—there are so many! DEI breeds creativity, innovation, enhanced employee belonging and engagement overall. Ultimately, these all drive improved business outcomes and success, including revenue growth and improved profitability—not to mention happier colleagues! - [Victoria Pelletier](#), [IBM](#)

## **6. Employees Will Feel A Sense Of Belonging**

I feel strongly that diversity, equity and inclusion efforts help cultivate an environment where employees feel a sense of belonging. With that sense of belonging, employees then seem to feel the openness and safety to contribute their ideas. These ideas brought to the table from diverse mindsets become a driving force by which organizations innovate, evolve and thrive. - [Jeffrey Pietrzak, Trusted Nurse Staffing](#)

## **7. All Employees Are Welcomed And Encouraged To Thrive**

Employee support for DEI is absolutely critical, especially for the purpose of promoting belonging across the business. Explaining where the existing workforce fits into DEI initiatives helps illuminate the myriad benefits for everyone, including the creation and development of a culture where all employees are welcomed and encouraged to thrive. - [Charles Hipps, Oleo](#)

## **8. The Innovation That Comes From Diversity Is A Competitive Advantage**

Innovation comes from diversity of thought and experience. Creating an environment where diversity can flourish allows organizations in the digital economy to be more innovative, which is key to sustaining a competitive advantage. Innovation is unleashed when individuals convey respect for different perspectives, listen with an open mind and foster inclusion and sharing. - [Heide Abelli, Boston College](#)

## **9. DEI Drives Better Results**

It pains me to have to justify why doing the right thing is good for us all, but from a purely business standpoint, DEI drives better results and breeds

innovation. Those of us in leadership positions have a responsibility to make it clear that diversity is no longer a compliance mandate; building inclusive environments and employee experiences that value diversity has become a business imperative. - [Sharon Doherty, Finastra](#)

### **10. Inclusion Can Help Combat 'Work-From-Home Burnout'**

With teams working remotely, employees are strongly feeling a lack of a sense of inclusion/belonging, which is critical for employee engagement and employee effectiveness. Companies need to adopt an empathetic view to WFH burnout and encourage teams to focus on inclusion now. Teams are already diverse, remote or even global. Focusing on inclusion will help them overcome and combat WFH burnout. - [Madhukar Govindaraju, Numly™, Inc.](#)

### **11. Diverse Cultures Reach A Wider Audience**

Diversity can refer to many different categories—race, gender, sexual orientation, socioeconomic background, etc.—but all of these boil down to diversity of thought. When a company has a diverse culture, it invites and accepts more viewpoints, allowing it to reach a wider audience and giving it an advantage over competitors with a homogeneous culture and fewer perspectives. - [John Feldmann, Insperity](#)

### **12. DEI Efforts Are Important To A Company's Values**

DEI initiatives should be infused into every part of the business, and it's the responsibility of the company executives and leaders to drive the culture. Adhering to company policies and values is a requirement of all employees. If there are individuals who don't support and uphold the company's values, their employment should be reevaluated. - [Jenna Hinrichsen, Advanced RPO](#)

### **13. Inclusion Creates A Sense Of Psychological Safety**

Google recently completed a study, [Project Aristotle](#), that identified psychological safety as one of the most important factors of a high-performing team. Employees feeling included and able to be their authentic self at work frees up their mind and energy to focus on their performance, creating an overall more supportive team environment. - [Robin Kirby](#), [Benefitfocus](#)

### **14. Increased Empathy Translates To Increased Team-Building**

One of the main benefits seen with DEI support is an increase in empathy for and awareness of others in general. This translates to increased team-building and more positive coworker relationships. Rather than starting from a place of pointing out inadequacies, building on the idea of an end goal of connection and empathy can create a space for openness and interest among employees. - [Laura Spawn](#), [Virtual Vocations, Inc.](#)

### **15. A Diverse, Inclusive Environment Retains Employees**

A diverse and inclusive environment tends to bring employees a sense of belonging and overall helps with retention. If employees feel more connected at work, they tend to work harder and are more committed to the company and the overall direction of the company. Employees tend to have higher morale and are more likely to stay within the company longer. - [Heather Smith](#), [Flimp Communications](#)