

DIVERSITY, INNOVATION AND MARKET GROWTH

DIVERSITY IS TWO-DIMENSIONAL

INHERENT DIVERSITY

Nationality
Religious background
Gender
Age
Sexual orientation
Race/Ethnicity
Socio-economic background
Disability

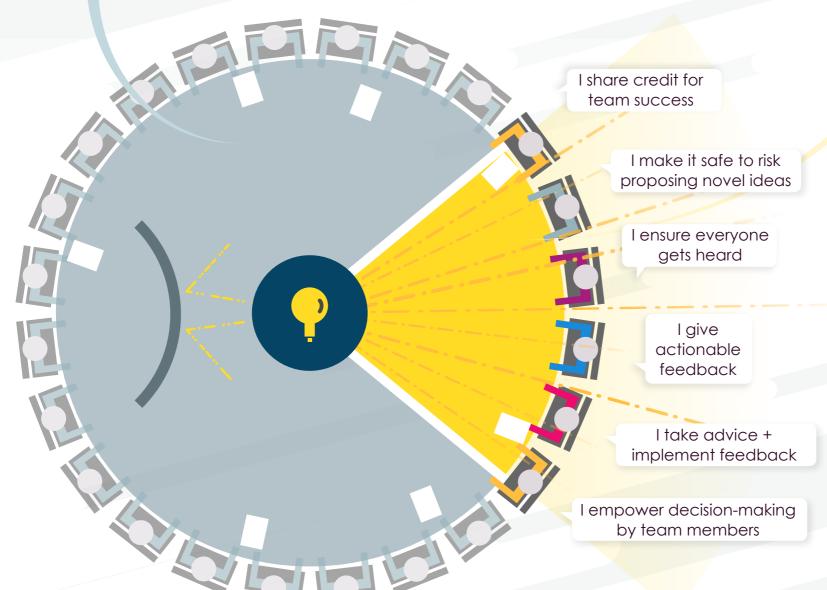
ACQUIRED DIVERSITY™

Cultural fluency
Generational savvy
Gender smarts
Technological literacy
Cross-functional knowledge
Global experience
Military experience
Language skills



DIVERSE TEAMS DRIVE INNOVATION





Employees at companies with 2D diversity are

75%

more likely to have a marketable idea implemented

DIVERSE LEADERS UNLOCK INNOVATION

EMPLOYEES IN PUBLICLY TRADED ORGANIZATIONS WITH 2D DIVERSITY ARE

70%

more likely to see their organization capture a new market

45%

more likely to see their organization improve market share

than employees in publicly traded organizations WITHOUT 2D diversity



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