

A close-up, artistic photograph of several paint tubes and brushes. The tubes are in the upper left, with labels like 'Cerulean Blue' and 'Oil Colour' visible. The brushes, with bristles coated in various colors of paint, are scattered across a palette in the lower right. The overall tone is artistic and creative.

A two way process: playing the numbers game with diversity



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ENGINE

01. Introduction

02. Diversity: how it is, and how it could be

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Every organisation has an ambition
to be more personally relevant and trusted.

Our clients believe that
TRUE INTELLIGENCE
is at the heart of their decision making.

TRUE INTELLIGENCE is...

Evidence based

Connected

Relevant

OUR CLIENTS ARE ON A VALUE JOURNEY



THEY ENGAGE WITH US FOR THREE REASONS...

A true picture of their
business today

A real understanding
of how to win tomorrow

An authentic vision to lead
in the future

Three large circles are arranged horizontally, each representing a stage in a value journey. The first circle on the left is light blue with a bright blue outline and contains the text 'OPTIMISING TODAY'. The middle circle is a medium blue with a medium blue outline and contains the text 'DIFFERENTIATING FOR TOMORROW'. The third circle on the right is a dark blue with a dark blue outline and contains the text 'REALISING THE FUTURE'.

**OPTIMISING
TODAY**

**DIFFERENTIATING
FOR TOMORROW**

**REALISING
THE FUTURE**

WE DELIVER TRUE INTELLIGENCE THROUGH

We are **specialists**

LIVING
STORIES

We are **experts**

TRANSFORMATIONAL
TRUTHS

We are **partners**

PURPOSEFUL
INNOVATION

Diversity: How it is, and how it could be

For many organisations diversity it is still synonymous with:

“Avoiding discrimination”

“Employing the ‘right’ number of people from minority groups”

“Promoting enough females to senior positions”

“Striking the delicate balance between performance management and bullying”

But things are changing and **managing diversity** is fast being promoted from a nice to have box ticking exercise to a **global imperative.**



3 ways diversity can work for business as well as individuals

1. Diversity of thought

Alternative
perspectives
are not
inefficient,
they are
innovative



2. A workforce that reflects the customer base



“The more diverse our workforce, the better able we are to respond to and reflect our audiences in all their diversity. We recognise that in order to achieve this we need to create a working environment that enables all of our employees to thrive and achieve their full potential”

BBC, from its diversity statement

“85% of consumer purchases are made by woman, yet 91% of women feel advertisers don’t understand them.”

The Terri and Sandy Solution 2014

3. Access to a wider talent pool

Technology enables disability making the **disabled community** a rich and accessible source of talent

Flexible working policies give you access to **carers and returning mothers** who have invaluable skills and qualities

People over 61 years are more engaged than 40-60 year olds and half as likely to pull a sickie than younger colleagues



3 tips for supporting a diverse workforce

1. Put diversity in your decision making groups

The mere presence of people from socially diverse groups can be enough for majority groups to put forward different perspectives and to examine information more critically

2. Examine your policies

People who work **part time** and those with a **disability** feel less valued, are less likely to feel they have opportunities for career progression or believe that action would be taken if they had an issue about being treated fairly at work

3. Clamp down on bullying from the top down

Kids are shouting “build the wall!” and waving their hands around to imitate a disabled kid like the Republican nominee for president Donald Trump did.

National Education Association, USA.



Summing it up

- Employ people from a range of backgrounds and those who hold different perspectives
- Involve these people in key decisions
- Ensure you have inclusive policies and a culture, values and leadership team that champion diversity

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