

5 benefits of equality and diversity in the workplace

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Most forward-thinking companies have implemented equality and diversity programmes into hiring practices. But in recent times the issue of inequality has gained ever-greater attention.



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From high-profile gender pay gap reporting, to the Hollywood sexual harassment scandals, the equality and diversity agenda has picked up significant momentum.

When most of us think of diversity in the workplace, factors such as age, race, gender and cultural background spring to mind. But diversity and inclusion doesn't just involve how we think about ourselves, it includes our interactions with others. If our teams are to work successfully together, effective diversity management needs to be implemented.

To do this, organisations should promote equality and diversity through every pulsing vein of their business. Valuing diversity can have a big influence on everything from retaining star staff, creating a media-friendly brand identity, to opening up exciting new talent pools. Diversity in the workplace benefits all companies, in all sectors. Here are 5 diversity in the workplace benefits...

1. Equality and diversity add new skills to teams

People who come from different backgrounds can add new experiences, talent, and skills into your team — all of which improve company performance. A recent study by decision-making platform Cloverpop found a direct link between inclusive decision making and improved business performance. Teams that were geographically, gender as well as age diverse made better business decisions 87% of the time. Valuing diversity and employing people from different backgrounds with different perspectives can massively improve business output.

2. Diversity in the workplace promotes innovation

A 2013 report by Deloitte concluded that when employees think their organisation is committed to and supportive of diversity their ability to innovate increases by 83%. With a greater focus on diversity since then, this figure is likely to be even more substantial in 2018.

It is evident that diversity in the workplace creates more innovative business outputs. By bouncing ideas off each other, a diverse team can generate more creative, innovative ideas. Skills diversity also comes into play here. Good diversity management is key to future business success.

3. Diversity and inclusion opens business up to new markets

When you introduce people into your teams with different social, geographical and cultural backgrounds, you instantly get a new knowledge base for potential new markets. The business economy is becoming increasingly globalised. Whether you're looking to open up your markets to working-class Welsh communities, translating your core message into Hungarian, or expanding operations to New Zealand, hiring a more diverse team will give you the core skills you need to push your business forward.

Why pay through the nose for a questionable standard translator when your in-house copywriter writes in three languages? Why employ separate language telesales operatives when you can hire staff who are multilingual? There are other advantages too. Having multiple nationalities and cultural backgrounds within your business can make it more appealing, modern and relatable to the outside world.

4. Valuing diversity improves your brand reputation

With big companies now having to publicly disclose their gender pay gap data, and the drive for more inclusive workplaces increasing, introducing diversity drives into hiring decisions can improve your chances of acquiring the best staff. If you have proven success in hiring diverse candidates into senior roles, it can have a visual impact on those checking your company out before choosing to apply for a job.

It can also improve integration for new starters if they can see diversity throughout the business. Word travels fast in the modern world — especially through social media and channels like Glassdoor. Get your diversity right, and your employer brand will strengthen significantly.

5. Diversity management opens up new talent

If you have a strong employer brand built on diversity, new talent will start to emerge. Once you're viewed in the public eye as a progressive company, you will attract people from every sector of society. When you have more applicants from more backgrounds, you have a greater pool of talent to choose from.

Not only does better diversity open up new talent, it helps you retain the best talent you've got on the books. People want to work in a company that has values that reflect theirs. With society becoming ever-more inclusive — with young talent in particular being acutely aware of inclusivity — your teams need to reflect the society in which we live so you can retain the best talent.

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