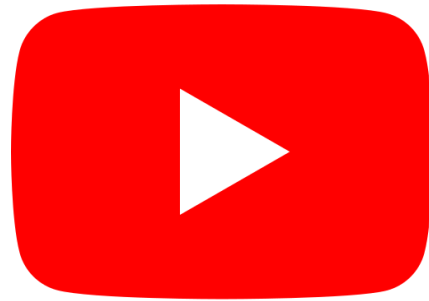# The Greatest Apple

Driving Inclusion,
Key for
Great Places to Work
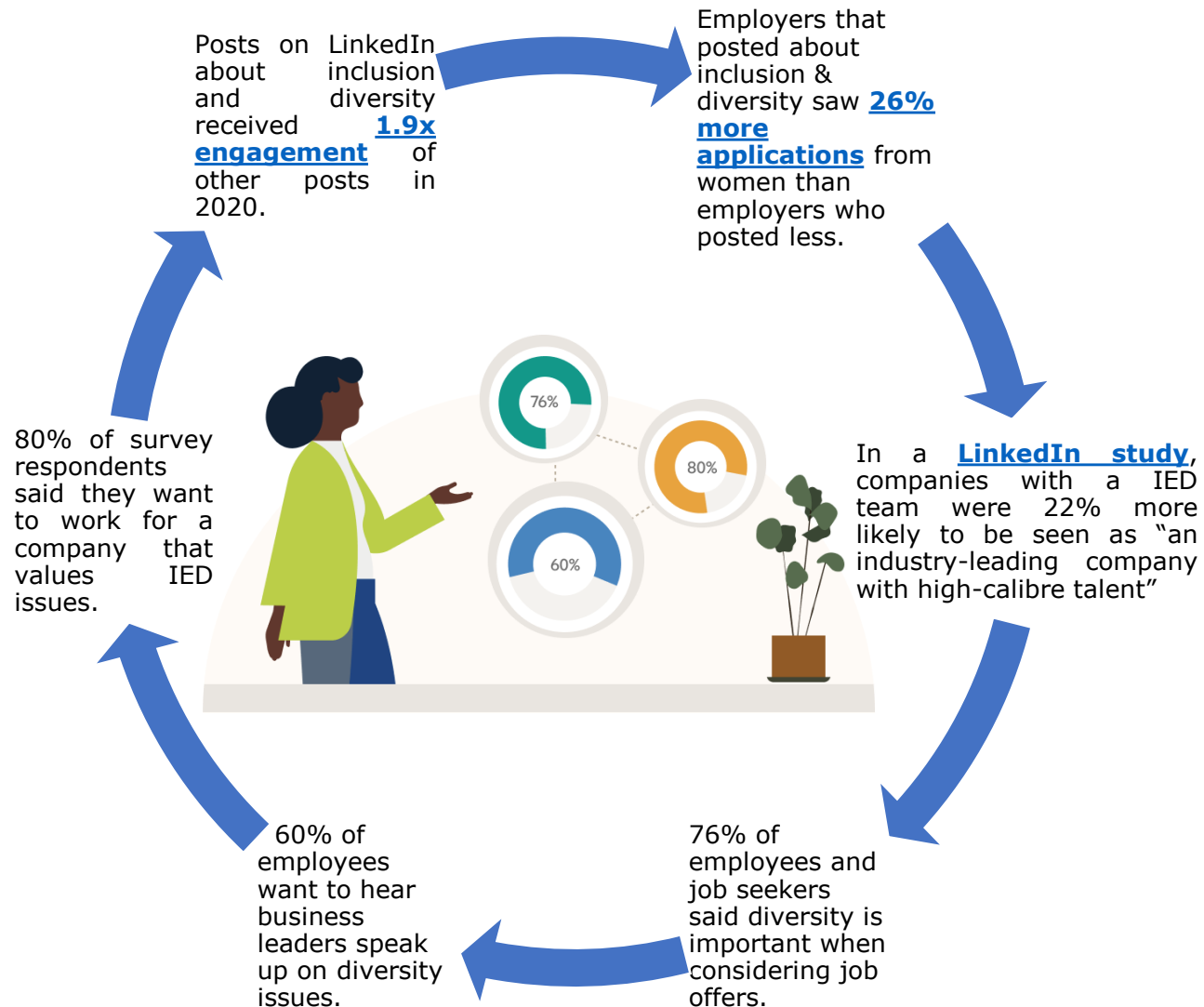
Why **Inclusion?**

Inclusion at workplace matters to applicants

Posts on LinkedIn about inclusion and diversity received **1.9x engagement** of other posts in 2020.

Employers that posted about inclusion & diversity saw **26% more applications** from women than employers who posted less.

80% of survey respondents said they want to work for a company that values IED issues.

In a **LinkedIn study**, companies with a IED team were 22% more likely to be seen as "an industry-leading company with high-calibre talent"

60% of employees want to hear business leaders speak up on diversity issues.

76% of employees and job seekers said diversity is important when considering job offers.

76%

80%

60%

Better inclusion practices outperform their peers

60% of respondents in a LinkedIn study said that diversity within their sales team has contributed to their teams' success.

Organizations in the top quartile for gender diversity have a +25% likelihood of financially outperforming their peers.

Organizations in the top quartile for ethnic diversity have a +36% likelihood of financial outperformance.

Diverse companies earn 2.5x higher cash flow per employee.

Inclusive teams are over 35% more productive.

Diverse teams make better decisions 87% of the time.

Benefits of Inclusive culture

Bigger talent pool

Increased employee engagement

Lesser attrition

Pride

Increased creativity of team

Business

Benefits of Inclusive culture

Competitive advantage "trail"

Builds the brand "recommend"

Loyalty "return"

Brand benefits

Benefits of Inclusive culture

Slice of society

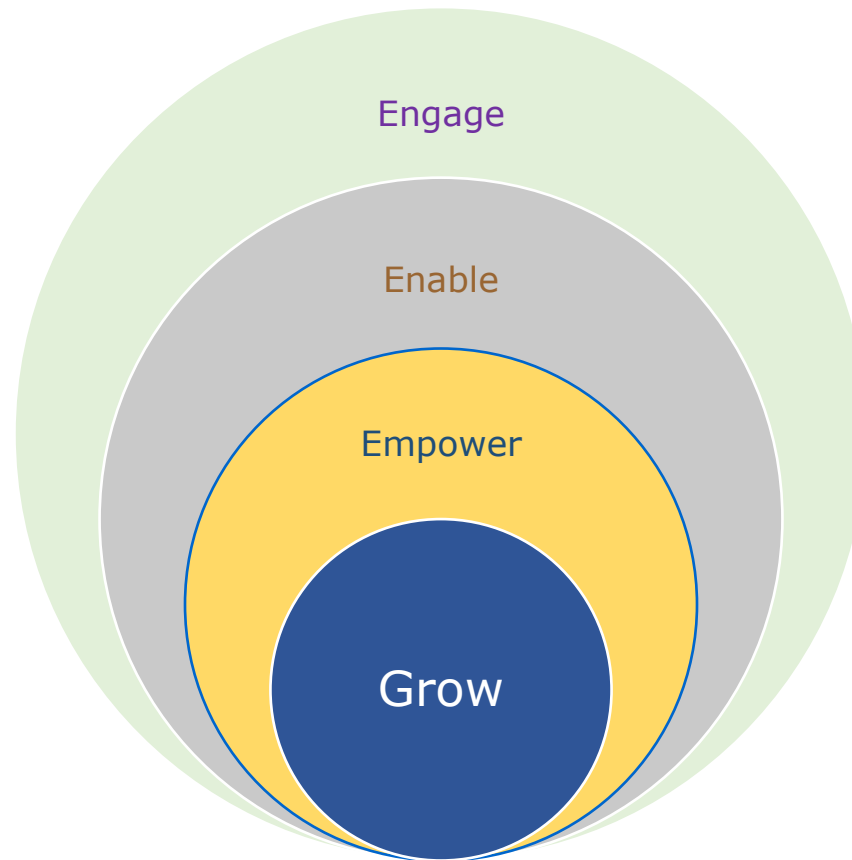Opportunity for "opportunity deprived"

Dignity and self-independence

Nation building

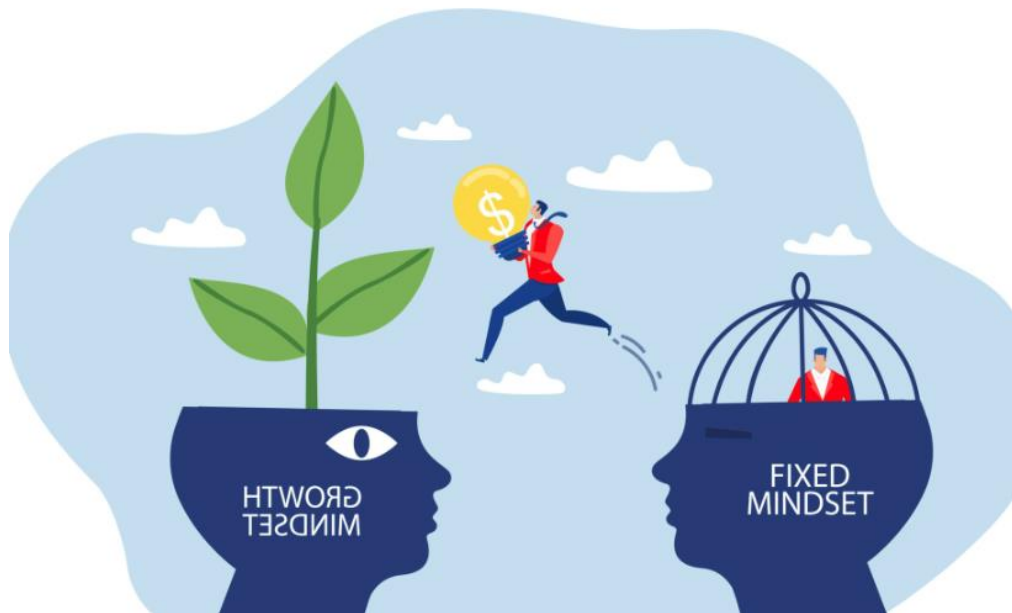*"Whatever affects one directly affects all indirectly" — Martin Luther King, Jr.*

Guiding principles

Mindset / Sensitization

Top-down approach

Strategic focus

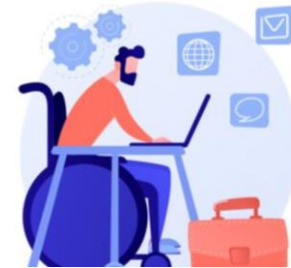Clarity of purpose/Allignment

People first

Not charity

Story telling

"Innovation mindset is 7 times higher in the most equal cultures, than in the least equal ones"
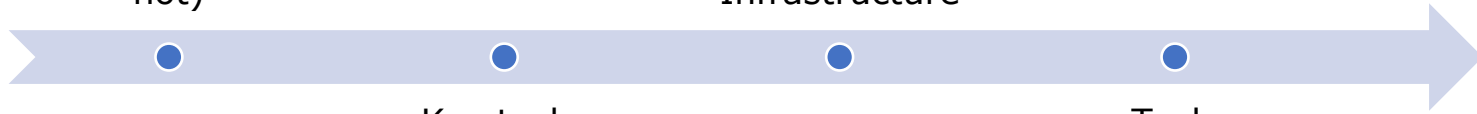*Source : Getting to Equal 2019, Accenture*

Job mapping

Who, What
Where, How
Why (and why
not)

Infrastructure

Key tasks

Tools

Talent

NGO's

Industrial visits

Recruitment experts

Job fairs

Sector skill councils

Training philosophy – in classroom and beyond

Tell   Show   Do

Practice   Review

Develop partnership and psychologically safe space

For the
people

By the
people

Freedom
to express

Open door
policy

DEI
champs
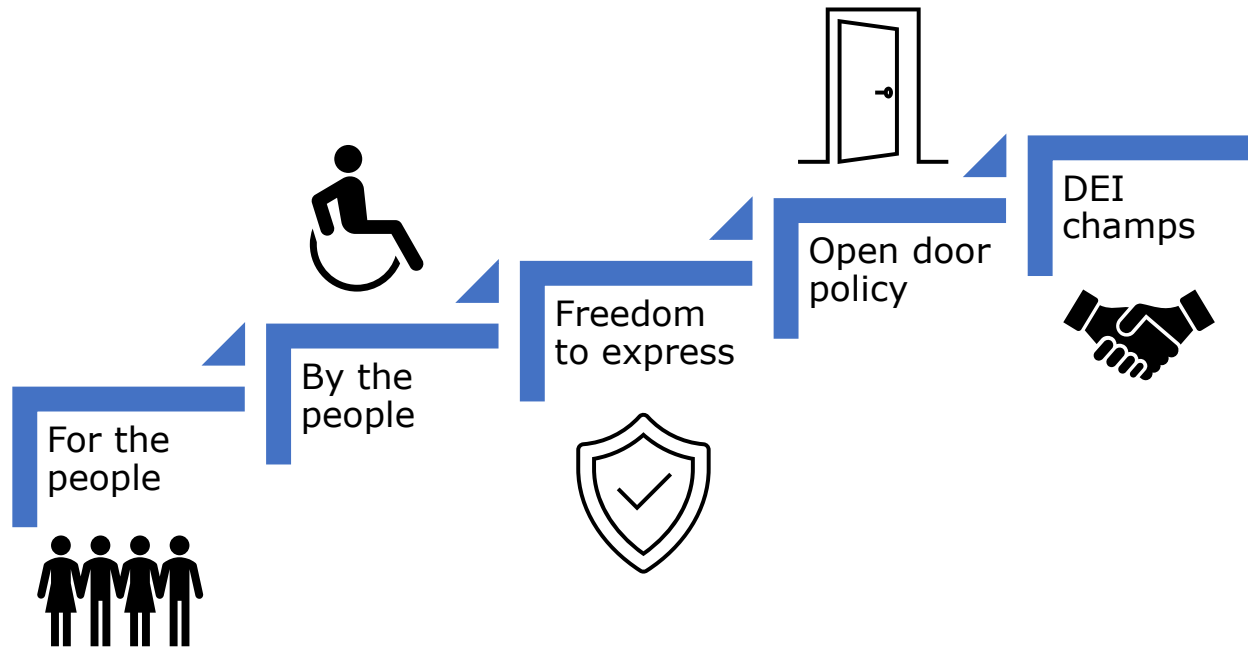
Sustain learning, monitoring and review

- Reality check
- Test, tweak, test…
- Learnings with ease of access
- Defining SOPs
- Productivity
- Discipline
- Acceptance on ground
- Impact on business

"If you never failed, you never tried anything new"