



Make a Diverse Workforce Your Competitive Advantage



Better business decisions:

fresher ideas, fuller understanding of the market



Improved corporate culture:

happier and more productive employees

33%

Companies with the most ethnically diverse executive teams are 33 percent more likely to outperform their peers on profitability.



Increased market share:

ability to better serve current customers and reach more diverse markets



Increased profits:

return on sales, return on invested capital



Enhanced organizational image:

attract top talent, loyal customer base

29%

Companies with the least diverse teams are 29% less likely to achieve above-average profitability

64%

CompTIA Diversity Research shows: 64 percent of respondents said they agree that an organization with a heterogeneous employee base is more likely to produce world-class innovation than one that is largely homogeneous in makeup.

