SUMMARIZING THE BUSINESS CASE
Investing in Black, Latina, and Native American (BLNA) women

RETURN ON TALENT INVESTMENT
Investing in talent may pay off. According to research published by the McKinsey Global Institute based on an analysis of 1,800 companies, companies that invest in human capital “are more consistent and resilient performers.”¹ For example, from 2019 to 2021, People + Performance Winners grew revenue twice as fast as Performance-Driven Companies (8 percent versus 4 percent).

ATTRACTION TOP TALENT
Companies committed to diversity may be better able to attract and retain top talent. Seventy-two percent of respondents from demographic groups other than BLNA women reported that their employer’s commitment to DEI is important to them.³

INNOVATION THROUGH DIVERSITY
Diverse companies tend to be more innovative. Companies with above-average diversity outperformed competitors by 19 percent in terms of innovation revenues (products less than three years old), on average.²

REDUCE TURNOVER
Employee turnover is costly. An employee’s departure can cost a company approximately 1.5 to 2.0 times the employee’s annual salary because resources must shift to recruit, onboard, and train someone new (an often lengthy and time-consuming process).⁴ At the same time, productivity can suffer while the role remains unfilled or as the replacement ramps up.

⁴ Kate Heinz, “The true costs of employee turnover,” Built In, updated June 23, 2023.