

Diversity, Equity and Inclusion is not bad for business: Evidence from employee review data for companies listed in the UK and the US

AIM

To demonstrate that diversity, equity, and inclusion (DEI) initiatives contribute to business performance by analysing employee data and challenging the assumption that DEI efforts hinder growth.

APPROACH

The report uses data from over 3.2 million employee reviews across 945 UK and US-listed companies between 2015 and 2022, focusing on the correlation between DEI practices and company success.

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WHY NOW

With increasing pressure from investors, regulators, and the public, understanding the business benefits of DEI has never been more critical.

KEY RECOMMENDATIONS:

Long-Term Growth: Companies with stronger DEI policies perform better in the long term, particularly in high-growth sectors.

Innovation: A diverse workforce fosters an environment of innovation, leading to higher productivity.

Senior Leadership Diversity: The impact of DEI is amplified when diversity is present at senior leadership levels.

Financial Performance: While the impact of DEI on short-term profits is mixed, it generally improves productivity and market performance.

FULL REPORT

For further insights, explore the full [Not Bad for Business Report](#).

