

The ROI On Inclusion: Making the Business Case for Your Inclusion and Diversity Budget

As more of organizations continue to review the value of talent optimization programs, it is not surprising that many Diversity and Inclusion leaders are being asked to discuss the **return on investment (ROI) for training, engagement and professional development programs** targeting women and key employee groups—regionally defined ethnic minorities or racial groups.



One activity that InclusionINC facilitates for our signature program, *Inclusion is a Business Strategy for Engagement, Productivity and Innovation*, is to ask participants to calculate the cost of workers who are disengaged because they feel undervalued, marginalized, or excluded from their work team.

- Imagine an ideal situation where a team consists of **10 people each earning \$100,000** in total compensation. In an ideal situation all of these 10 employees are fully engaged and your organization has the benefit of investing a total of **\$1M** for their attention and dedication on mission critical work.
- Now imagine that 4 of those 10 employees are not fully engaged and that they spend 50% of their time addressing team conflict or interpersonal tensions because of their perception of being treated differently. These individuals may spend a great deal of time talking about feeling undervalued, sending extra emails to address non-mission critical work or simply not putting in the time necessary to achieve results. In essence **50% of their \$100,000 salary and benefits is being wasted**. This amounts to **\$200,000 of lost productivity and innovation**.

In our workshop experience, this exercise is often a source of great dialogue about the value of building a culture of inclusion in order to prevent this second scenario from happening. Many will calculate this figure for their entire organization—not just one team of 10—and identify potentially millions of dollars in lost productivity and revenue.

As a business leader responsible for promoting the value of diversity and fostering a culture of inclusion, it is essential that you have key metrics in place to establish the value of your role within the organization and to have clear bottom line business data to support your budget. *The ROI on Inclusion is real and tangible.*

Let us help you make the business case for investing in building a culture of Inclusion.

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