Bitesized Belonging: Why Do We Have DEIB in the Workplace?

DEIB is crucial to creating inclusion and equity amongst employees and is one of many ways we ensure everyone is treated with respect and humanity. In short, DEIB exists to make things more fair.US companies haven't always been the most welcoming to historically resilient and underrepresented communities. Whether it's women pushing for equal pay, racially underrepresented folks pushing for equal representation, or LGBTQ+ folks pushing for equal protections, US businesses have a long—and continued—history of being difficult places to thrive. DEIB examines the challenges that these communities face in the workplace—as well as challenges that all employees face--and presents solutions for change.

DEIB has many different roots but one of its strongest is in data. When we look at data like labor statistics, census information, university/college graduation rates, unemployment demographics, and even competitor analytics, we can find benchmarks by which we're able to grade ourselves. Whether through racial, gender, sexual orientation, or other demographic representation, or accessibility and equity systems demanded by our consumers, DEIB is meant to diversify and advance organizations. And it does this by looking at hard numbers and pointing out where things just don't look right.

For example, almost 14% of the US population identifies as Black. Yet, labor statistics for many tech companies report 8% or less employment rate of employees who identify as Black (PewResearch.org). DEIB spots this 6% difference and begins formulating strategies for increasing Black representation. Another example might be the fact that over half of all LGBTQ+ employees in the US continue to face discrimination during employment, healthcare, and housing (AmericanProgress.org). DEIB efforts in all these areas seek to increase inclusion, create zero tolerance policies for discrimination, and—most importantly—continue educating employees on these communities.

Given how much time we spend at work, even as mostly virtual employees, DEIB serves a vital function within the business, ensuring employees have the tools, understanding of nuance, and cultural competency to treat each other with respect. In many cases, like here at Cengage Group, the DEIB function also serves as one of a handful of cultural thermometers; a truly dedicated resource whose sole mission is ensuring a best-in-class culture while helping leaders navigate pitfall policies and potentially toxic business decisions.

DEIB is also highly practical. Research has consistently shown that teams/businesses with greater diversity outperform those with less. That same research also shows that teams/businesses with increased diversity mitigate risks to businesses sooner (saving money on work that has to be redone), drive innovation, and enable businesses to tap into specific communities more efficiently and authentically.

Answer In the Chat Below:

- What are some ways you've seen DEIB roles/departments influence change at this or other organizations?
- Are there other reasons you can think of as to why DEIB exists so strongly within corporations and businesses?
- Why do your leaders want it as part of their strategy?

Resources:
- 9-12 min. read: [Forbes: The Business Case for Diversity, Equity, and Inclusion](#)

11-13 min. read: [Insight Global: Why DEI Matters: Nine Benefits of Strong DEI in the Workplace](#)