

Getting real with Diversity, Equity & Inclusion (DEI)

DEI Progress has Stalled

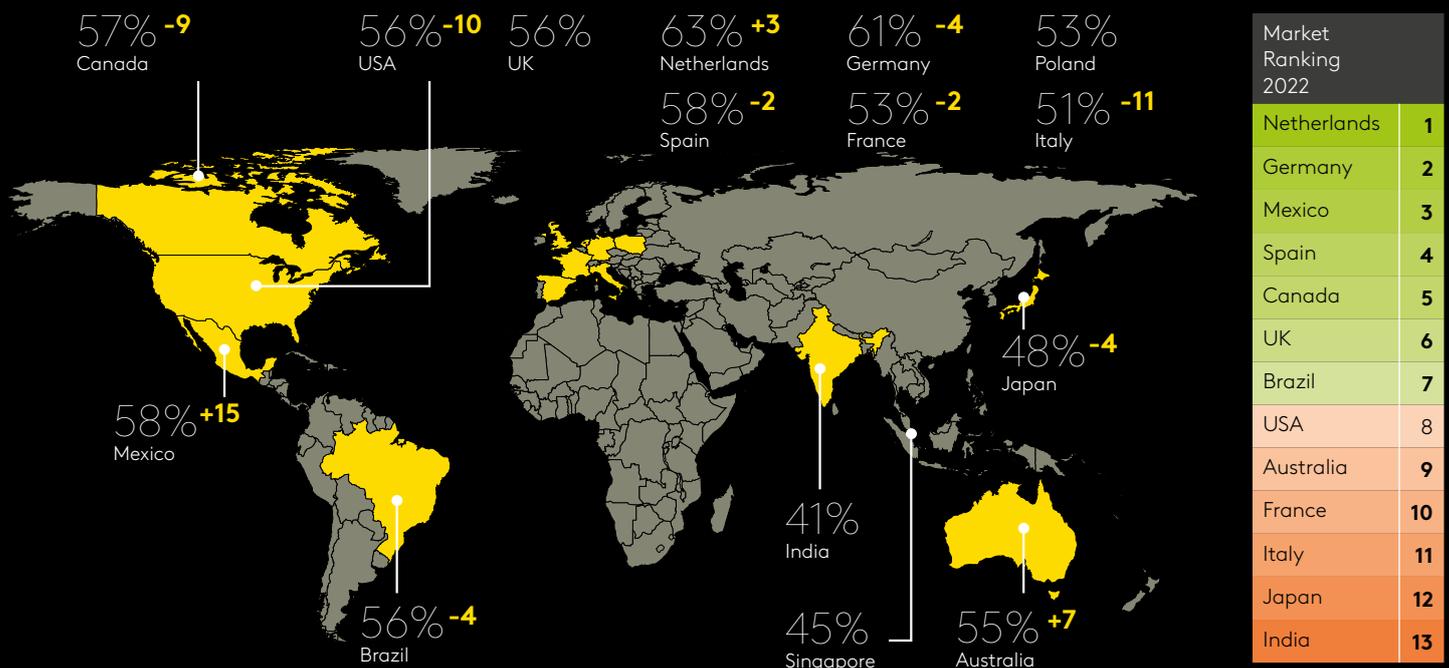


The last few years saw social justice movements take centre stage and propel DEI to the top of the business agenda. Globally, millions have been spent on DEI initiatives and programmes, all in the effort to address the demand for a more equitable and inclusive corporate system. Kantar's Inclusion Index investigates whether businesses are moving the needle, and where the DEI conversation is heading in the future

DEI at Market Level

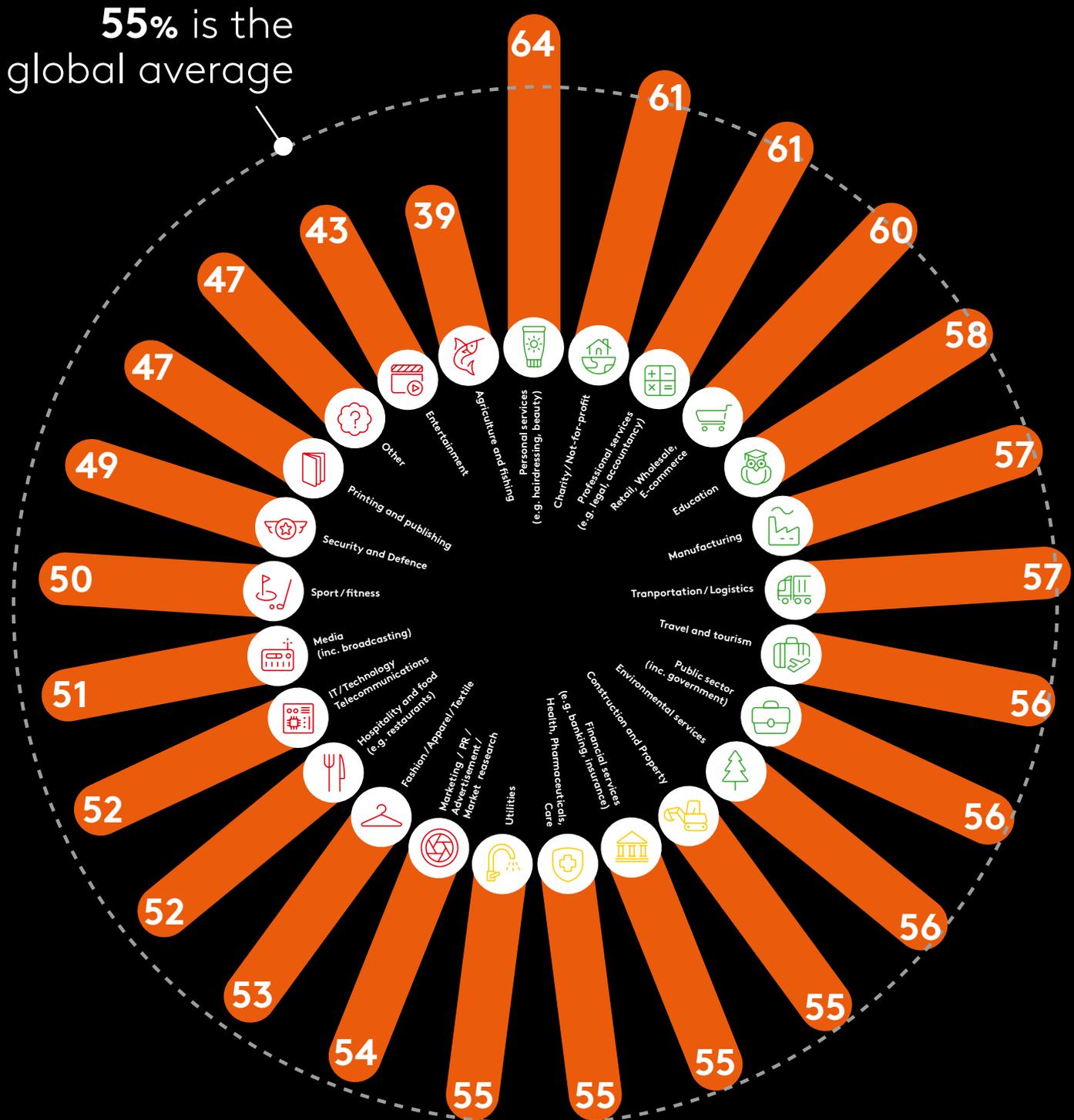
(+/-)00 Change from 2018

8 of the 12 markets saw a decrease in their Inclusion Index score between 2018 and 2022



DEI at Industry Level

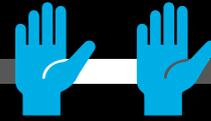
Whilst some industries have improved their index score since 2018, less than half of the industries included in our benchmark score above the inclusion global average



Global Engagement Gap

Current efforts made to push DEI forward globally and across industries are being noticed

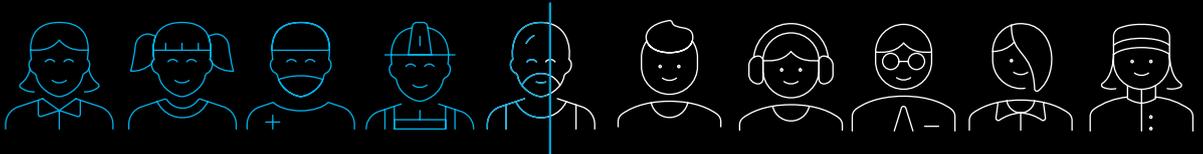
80%



71% of respondents believe their company is actively taking steps to be more diverse and inclusive...

...rising to over 80% in Financial Services, IT/Technology and Marketing/PR/Advertising/Market Research.

46%



46% of respondents agree that they have personally benefitted from DEI in their organisation.

But that is not enough.

Employees expectations are shifting, and businesses have to work harder to reach the new bar



46%

46% of respondents agree that their organisations need to do more to drive DEI forward.

Employees want businesses to go beyond DEI campaigns and cultural days. They want to see a stronger focus on driving systemic change

"I would like to see more diversity in C suite positions. It would reflect the efficacy of the initiative"

"I would like to see closer monitoring of inclusion and diversity with more opportunities to discuss and debate our performance"

The Impact: Recruitment ROI

Poor DEI performance is having a significant impact on recruitment ROI and failure to implement a coherent DEI strategy driving meaningful change will result in employee turnover

"How likely are you to leave your company based on lack of inclusion and/or discrimination you've experienced or observed?"



Global respondents who said "likely" or "highly likely"

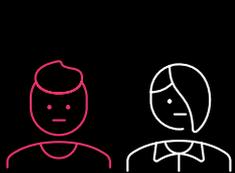
+3 ppts. Since 2020



This rises to over a third (34%) for respondents under 35.

Hard Truths

The fact remains that for minority groups, experience in the workplace is measurably poorer, driven by a lack of sense of belonging, experience of discrimination and presence of negative behaviours



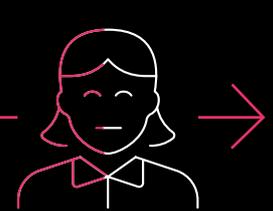
1 in 2 respondents who identify as disabled feel that opportunities to progress had been restricted by senior colleagues.*



1 in 4 respondents from an ethnic minority report having been made to feel uncomfortable in the workplace.



Over a third of respondents who identify as LGBTQ+ report having been bullied and undermined at work.

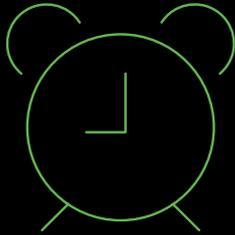


Almost half of women in our study report observing colleagues taking sole credit for shared efforts.

* Kantar defines disabled as having a physical or mental condition that limits daily life

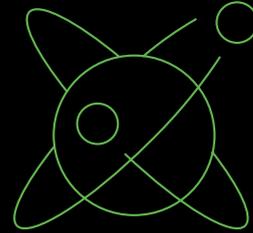
Time for Bold Actions

The reality is that there is still a long way to go!



Companies may be experiencing DEI fatigue not because they haven't put DEI on the agenda, but without accurate inclusion data, a system of measuring impact and tracking progress, **real change becomes incredibly difficult to attain.**

There is no room for DEI fatigue



To win the fight for the best talent, businesses must acknowledge DEI as more than a social-justice imperative but **a core enabler of growth and value creation**, and even more so in a fast-moving globalised economy.

The chain to drive systemic change



Collect DEI data across all diversity characteristics to understand the state of inclusion within your organisation. Your data should reveal who you have within your organisation and how they experience inclusion at work.

Guided by data identify the areas where you are progressing and the spaces for improvement. To understand what good looks like for you, consider how your inclusion performance fares against your market and industry.

Develop an action plan that actively addresses your areas of concern. Your action plan should work in tandem with the business strategy for a tighter implementation.

Have tangible KPIs and metrics to help you track and measure the progress made. Strong data points such as ROI measures will engage senior stakeholders, and increase buy-in.

Activate your internal change agents and DEI champions – this can't be done by just one or two engaged people, to create sustained change, you need to mobilise a core of employees.

Measuring Inclusion: The Inclusion Index

Kantar has developed the Inclusion Index with a mission to enable organisations to understand, measure and track their own progress in developing an inclusive workplace on a global scale



Using benchmark data

By using benchmark data, we can provide an unbiased perspective on what good looks like and enables development of an actionable roadmap.



Over 24 different industries

In 2022 alone, we have used the data collected to build a vast normative data set that covers over 24 different industries.



Over 12,000 respondents

Over 12,000 respondents across 13 countries. These norms will evolve alongside society and as more survey responses are added to the data set.



Across 13 countries

Kantar has proprietary data collected in 13 markets while having done inclusion work in many more markets.

Markets in our benchmark are given an Inclusion score based on the following formula:



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