



DIVERSITY IS A COMPETITIVE ADVANTAGE

In the last few years the world has come to realize just how un-diverse many of our companies, groups and communities are. And business is losing out – ethnically diverse companies are more than **35%** more likely to outperform their industry counterparts.



WHAT IS DIVERSITY?

The condition of having or being composed of differing elements, for example the inclusion of different types of people in a group or organization.

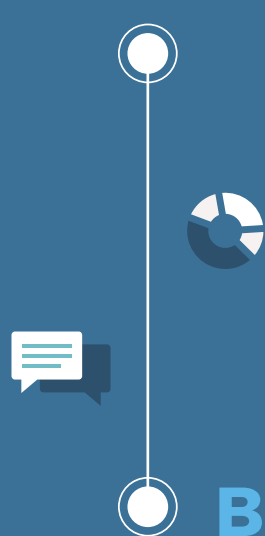
OUT OF YOUR COMFORT ZONE?

It's human nature to gravitate towards sameness – we instinctively understand people who are just like us – but it isn't conducive to success.

If we all had the same background, world view and approach to problem solving, we'd never achieve anything new.

IT'S ABOUT EQUALITY & INCLUSION

Diversity is about being inclusive and treating people equally – no matter their age, race, ethnicity, gender or sexual orientation.

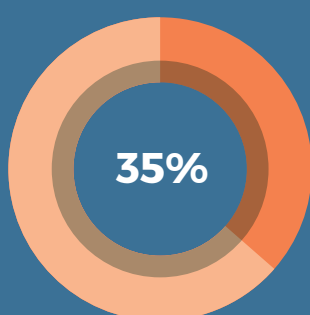


BUT IT'S ALSO ABOUT SOMETHING BIGGER

It's about creating a workforce that is broad in its experience, ideas, insights and problem-solving abilities.



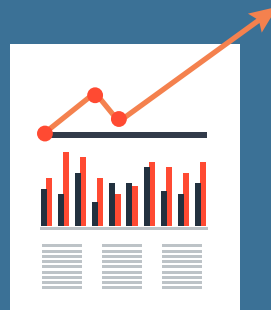
Do all your customers think and communicate in the same way? Your team should be at least as diverse as your target market.



Ethnically diverse companies are more than **35%** more likely to outperform their industry counterparts.

2015 McKinsey study

10%



Each **10%** increase in racial and ethnic diversity on the senior executive team yielded on average a rise of **0.8%** in earnings before interest and taxes.

2015 McKinsey study



Diversity build better networks.



Diversity ensures a broad range of skills.



Diversity provides insight into different customers.

For more information and to schedule a demo please visit: www.qorusdocs.com

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