



# Diversity and Inclusion in the Workplace

## Benefits, Challenges and the Opportunities in Vietnam

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# Introduction

- Diversity and Inclusion - Sharing Our Perspective
- Importance of a Diverse Workforce and an Inclusive Workplace
- Challenges and Opportunities in Vietnam
- What we Can Do – An Example
- Discussion

# What is Diversity?

**Diversity** means all the way in which we differ. Anything that makes us **unique** is part of this definition of diversity. This includes **visual difference** (sex, race, age, etc.) as well as those that are **more invisible** (thinking styles, personalities, etc.)

Source: The RBL Institute Mini Forum White Paper series/April 2015

# Diversity....And Inclusion

**Inclusion** involves **bringing together** and harnessing these diverse forces and resources in a way that is beneficial to every individual as well as the organization.

Inclusion puts the concept of and practice of diversity into action by **creating an environment of involvement, respect, and connection** where richness of ideas, backgrounds, and perspectives are harnessed to create value for the business.

Source: The RBL Institute Mini Forum White Paper series/April 2015

*“Inclusion is a state of being valued, respected and supported. In a simple term, Diversity is the mix and Inclusion is getting the mix to work well together, which helps us to create a better future for Intel and Vietnam”.*

*Sherry Boger, GM of Intel Vietnam*

**Diversity**  
in the workplace

Accomplishments have no color.  
Leontyne Price, Soprano



# Perspective from Intel's Leadership

*“A fully diverse and inclusive workplace is fundamental to our ability to innovate and deliver business results”.*

*Brian Krzanich, CEO of Intel*

Intel's current global strategy is focused on achieving a leadership position in diversity by addressing **race, national origin, gender, sexual orientation and diverse abilities.**



# The Business Case

- 506 U.S.-based companies: Firms with highest level of racial diversity generated **15 times more sales** on than those with the lowest levels. (Herring, 2009)
- S&P 1500: Firms with females in the C-Suite generated **\$44 million more** (Dezso & Ross, 2011)
- Global analysis of 2400 companies: Those with at least 1 female board member had consistently superior share price performance, **4% higher return on equity**, and **4% higher net income growth**. (Credit Suisse, 2012)

The  
Impact is  
Clear!

## The impact of D & I on people

**57%** increase in performance against goals

**24%** greater retention

**21%** more emotional commitment to colleagues

**11%** lift in discretionary effort



# Key Benefits of a Diverse, Inclusive Workplace



**15x**

The **increase in sales revenue** of companies with high rate of racial diversity.

Firms that interest themselves in tackling glass-ceiling related goals perform **better on the stock market** than those that don't.

**250%**

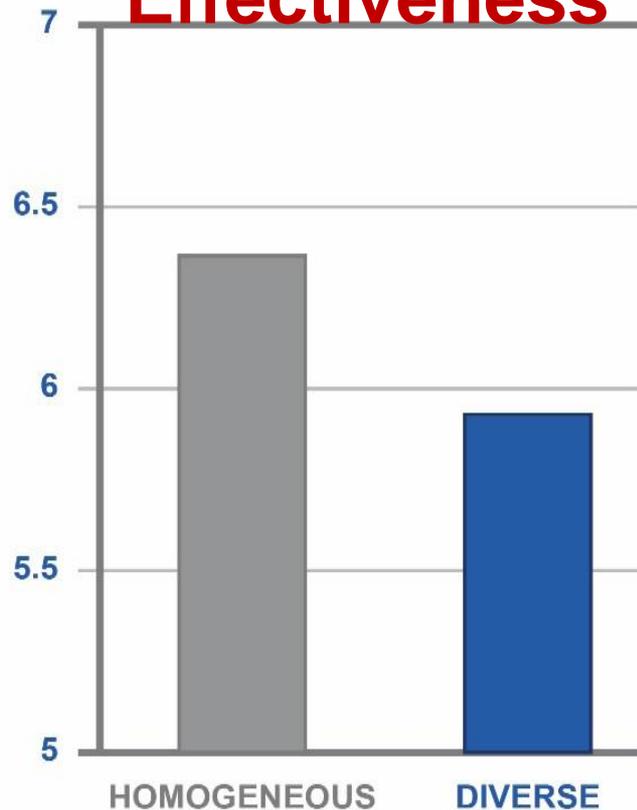


- A Key Driver for Economic Growth – Bigger Markets
- Enables Companies to Address Wider Customer-base
- A Wider Talent Pool and Reduced Turn-over
- Creativity and Innovation Thrives
- Improved Ability to Cope with Change in a Global Economy

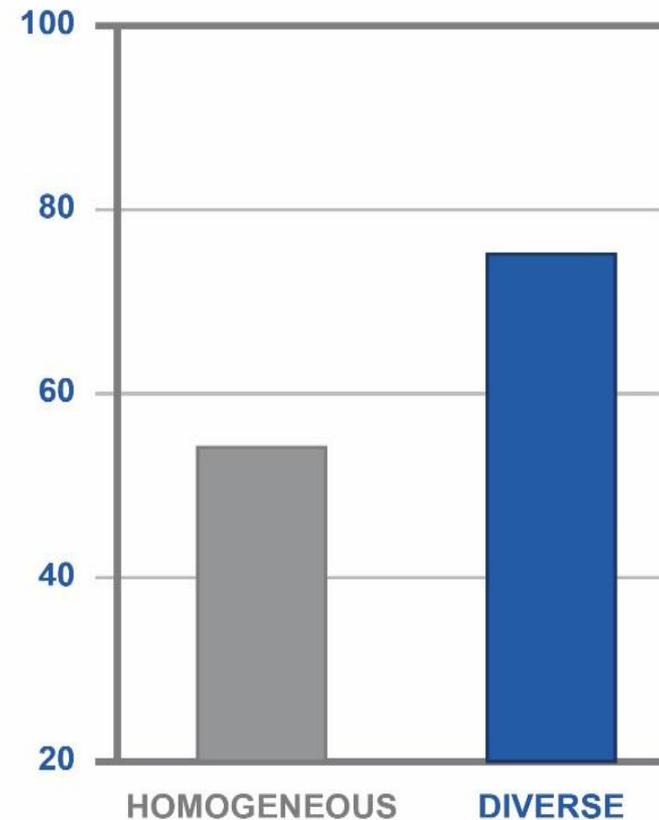
**It is the Right Thing to Do!**

# But Its Hard to Change Habits

## Perceived Effectiveness



## Task Performance



# Diversity & Inclusion Paradoxes – An Example

- Diverse Teams are **Smarter**, More Creative, and Achieve Better **Results**.

Yet...

- People feel more Effective and Confident in Homogenous Teams



# Women do Want to Lead.....

## Women Are Ambitious

Want to advance to the next level:

89% Men

88% Women

Desire to be a senior leader:

79% Men

70% Women



# Challenges and Opportunities in Vietnam

- Views on Gender Roles and ‘Appropriateness’
- Assumptions about Women’s Dreams and Goals
- High Competition for Limited Talent Available in Many Areas
- Awareness Alone May Not Drive Enough Change
- However, Real Change is Possible When:
  - **We take an active role in influencing our communities**
  - Diversity is championed from the top
  - A clear business case is articulated, and we know current state
  - Wider employee-base is engaged
  - Clear goals and incentives are defined



# The SEEDS™ of Bias

Do we think like this? 😊

**Similarity:** *“People like me are better than others”*

**Expedience:** *“If it feels right to me it must be true”*

**Experience:** *“My perceptions are accurate”*

**Distance:** *“Closer is better than distant”*

**Safety:** *“Bad is stronger than good”*

To create real change we need to mitigate  
these biases

**BACK UP**

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