

UNDERSTANDING Equity, Diversity & Inclusion

EDI stands for Equity, Diversity, and Inclusion—three key principles that promote a fair and welcoming workplace environment for everyone.

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DEFINITIONS

Equity



Equity relates to a **systematic approach** that ensures everyone has access to the same opportunities by providing resources and support tailored to their individual needs. It's about leveling the playing field, not giving everyone the same thing.

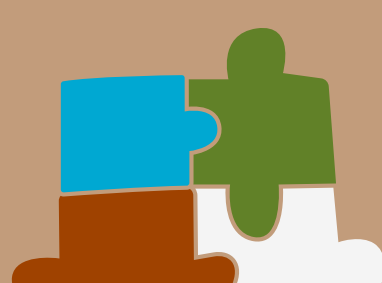
Example: Two employees need to improve their skills. One needs a hands-on approach, such as a mentorship program, while the other, with a family, benefits from flexible online courses. Equity means offering both options, ensuring each employee can develop their skills in a way that fits their needs.

Diversity

Diversity is the **representation** of different groups within a given setting. It encompasses race, ethnicity, gender, age, sexual orientation, disability, religion, and more.

Example: In a marketing team, diversity means having team members from different backgrounds, making it easier that marketing strategies resonate with a broader audience (if EDI principles are in place).

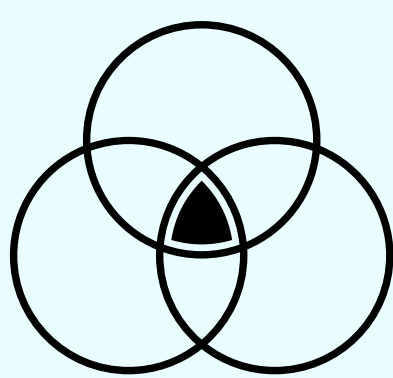
Inclusion



Inclusion reflects a **behaviour** and it is the practice of ensuring that all individuals feel valued and integrated into a community. It's about creating an environment where everyone can fully participate and thrive.

Example: A manager provides different ways to contribute to a team decision, like written feedback or smaller group discussions. This approach ensures that everyone, regardless of their communication style, can participate and feel valued.

THE RELATIONSHIP BETWEEN EQUITY, DIVERSITY, AND INCLUSION



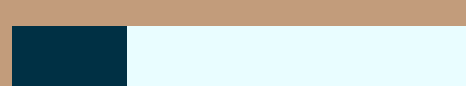
Equity ensures fair treatment and access to opportunities. Diversity brings different perspectives to the table. Inclusion makes sure everyone is welcomed and valued. Together, they create a strong, thriving community.

WHY EDI MATTERS

36%

Companies with the most ethnic and cultural diversity on executive teams are 36% more likely to outperform on profitability.

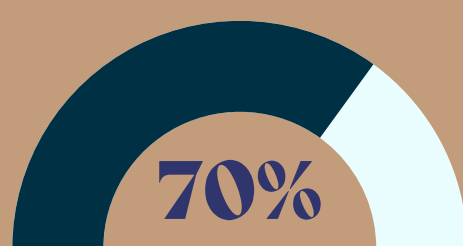
Improved Decision-Making: Diverse teams bring varied perspectives, leading to better problem-solving and increased innovation.



75% less sick days

A high sense of belonging in the workplace results in 75% less sick days overall.

Enhanced Employee Engagement: Inclusive environments lead to higher employee satisfaction and retention.



70% of younger customers (Gen Z & Millennials) consider a company's commitment to EDI as an essential factor when making purchasing decisions

Social Responsibility: Promoting equity aligns with ethical practices and demonstrates a commitment to fairness.

BUILDING AN INCLUSIVE FUTURE

Understanding and implementing EDI practices is crucial for fostering a workplace that values all individuals and empowers them to contribute their best.