

The Butterfly Effect of Inclusive Leadership

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WHY DIVERSITY & INCLUSION MATTER



Moral imperative



Business imperative



Legal imperative

The Lenovo logo, consisting of the word "Lenovo" in white sans-serif font, set against a background of colorful, abstract, fiber-optic-like lines in red, orange, yellow, and blue.

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Diverse Teams Perform Better

Firms in ENDA states had
**8% INCREASE in
PATENT FILINGS**
vs in non-ENDA states

*Firms with females in
the C-Suite generated*
**\$44 MILLION
MORE**
*in revenue
on average*

*Firms with highest level of
racial diversity generated*
**15 TIMES
MORE SALES**
*than those with
the lowest levels*

**57% INCREASE in
PERFORMANCE**
against goals



Diversity & Inclusion...



Improves problem solving
& creativity



Reduces conformity
and “groupthink”



Raises team intelligence

Lifts Team Performance in 3 Ways:



**“Diversity and inclusion
are business imperatives.
A diverse and inclusive
workforce helps us
innovate smarter and
more purposefully,
making better products
and solutions for our
customers”**

*Yolanda Lee Conyers, Chief Diversity
Officer. Lenovo*



Breaking bias... leads to inclusion

What is Bias?

(noun) Prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair. Bias is exhibited in actions, behaviors, tendencies, and habits.

What is *Unconscious* bias?

Accidental, unintended, subtle and completely unconscious choices made by everyone, all the time.

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“If you have a Brain, you are Biased!”

***We can't remove bias from the person,
but we can remove it from the process.***



A close-up photograph of a person's hand held palm-up, pouring a stream of small, light-brown seeds into dark, rich soil. The seeds are in motion, creating a blurred trail as they fall. The background is a soft-focus view of the soil.

Defining the SEEDS™ of Bias

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: *“Risk is stronger than reward”*

Bias of similarity:

“People like me are better than others”

- Common in all people decisions
- We automatically define everyone as in-group or out-group
- This changes basic perception, empathy and motivation

Examples

- ▶ In-group Bias
- ▶ Out-group Bias

How do you mitigate?

1. Look out for people decisions
2. Focus on commonalities
3. Purposeful perspective taking
4. Create shared goals across groups

The Butterfly Effect

Small Actions Can Make a Big Difference



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The image is a vibrant digital illustration featuring a multitude of butterflies. The background is a deep blue gradient, populated by hundreds of butterflies in various sizes and orientations. Most butterflies are a bright blue with yellow-green edges, while some are entirely yellow-green or have lighter blue patterns. In the center of the image, a single butterfly is larger than the others and is covered in numerous white, sparkling light effects, giving it a magical or 'glowing' appearance. The overall composition is dense and colorful, intended to be eye-catching and inspirational.

The Butterfly Effect

Small Actions Can Make a Big Difference

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Big companies
cannot solve this alone ...

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... but **YOU** can.



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My ask of you

1. RECOGNIZE IN-GROUP/OUT-GROUP
2. TAKE ACTION
3. BRING SOMEONE ALONG

The image is a vibrant digital composition featuring a multitude of butterflies. The background is a deep blue gradient, populated by hundreds of butterflies in various sizes and orientations. Most butterflies are a bright cyan blue with yellow-green edges, creating a sense of movement and abundance. In the center of the image, a single butterfly is larger than the others and has a sparkling, ethereal glow emanating from its wings, drawing the viewer's eye. The overall effect is one of natural beauty and dynamic energy.

What Will YOU Do?

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thanks.

Different is better

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