

Bev Crair, VP, Lenovo Data Center Group Development & Quality



WHY DIVERSITY & INCLUSION MATTER Moral imperative **Business imperative** Legal imperative

Diverse Teams Perform Better

8% INCREASE in PATENT FILINGS

vs in non-ENDA states

Firms with highest level of racial diversity generated

15 TIMES

MORE SALES

than those with the lowest levels Firms with females in the C-Suite generated

\$44 MILLION MORE

in revenue on average

57% INCREASE in PERFORMANCE

against goals



Diversity & Inclusion...



Improves problem solving & creativity





Reduces conformity and "groupthink"

Lifts Team
Performance
in 3 Ways:



Raises team intelligence

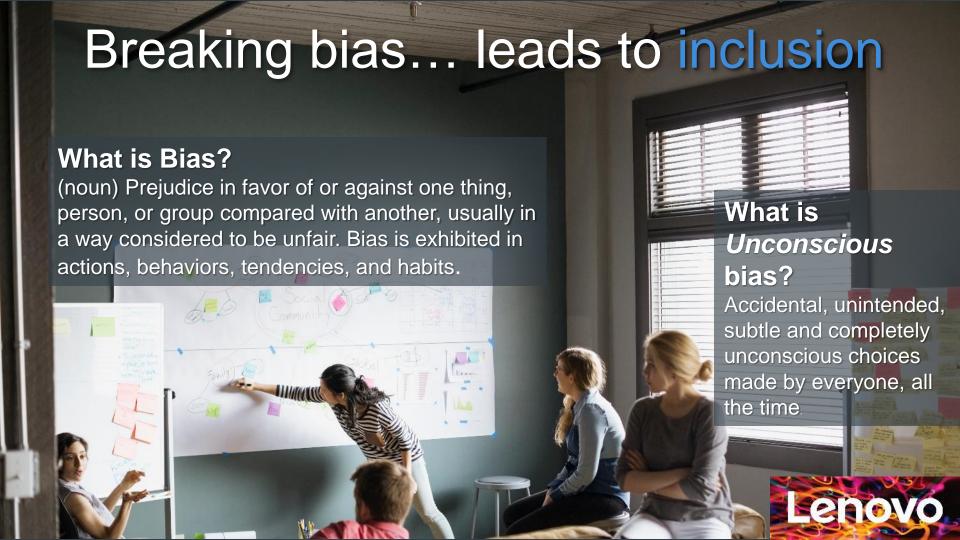
Lenovo

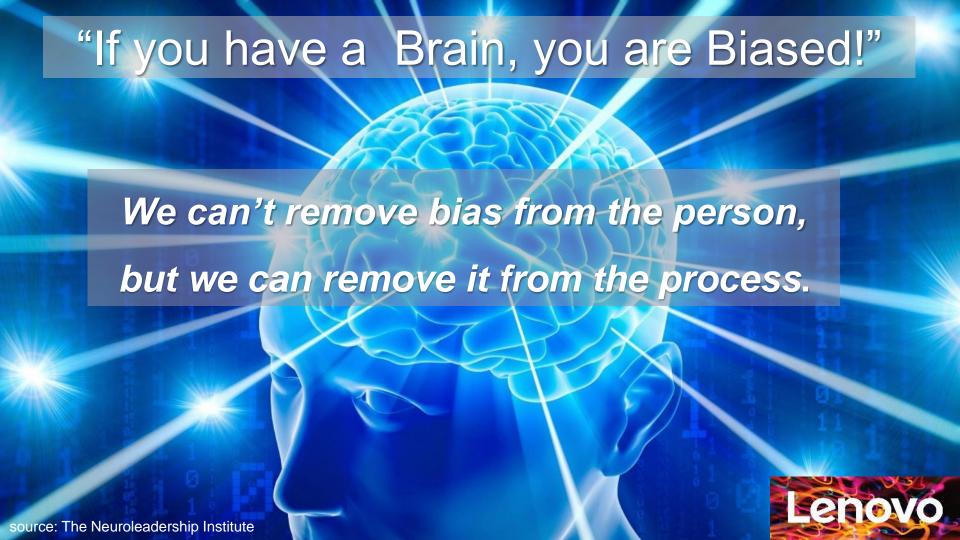


"Diversity and inclusion are business imperatives. A diverse and inclusive workforce helps us innovate smarter and more purposefully, making better products and solutions for our customers"

Yolanda Lee Conyers, Chief Diversity Officer, Lenovo









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"

Examples

- In-group Bias
- Out-group Bias

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



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









... but **YOU** can.









Different is better