

How diverse teams boost growth and innovation

DIVERSITY

GROWTH

INNOVATION





Introduction

The term 'workplace diversity' has existed since 196, though since then, the phrase has become somewhat of a vague buzzword.

However, workplace diversity is more than just displaying a stock image of people from different backgrounds working in perfect harmony. It isn't an abstract idea — **it's about building a workforce that represents a diverse spectrum** of today's global workforce.

Today, there are large amounts of data that prove the many [diverse team benefits](#). **Here are five advantages of embracing diversity** and inclusion in your organisation.



1. Increase your team's creativity

One of the best ways to **ensure the development of new and innovative ideas** is through hiring a diverse workforce. Our culture significantly influences how we see the world, and as a result, diverse teams:

- Bring new perspectives to the table
- Enable colleagues to view unique opportunities
- Spot a differing roadblock
- Viewing a task through a different lens

L'Oreal, for example, attributes its success to their 130 global offices and multicultural product development teams — that offer insight into localised markets.





2. Boost overall productivity

Homogenous teams often lead to settling for the status quo.

Diverse teams, on the other hand:

- Push people to think out-of-the-box
- Challenge norms
- Breed healthy competition,
- Encourage them to achieve their personal best





3. Accelerate growth

Working across cultures, borders, and time zones means:

- Interacting with people from various backgrounds
- With colleagues in possession of differing skill sets
- Team members with unique and approaches to work

With all this put together, it means you can better **diversify offerings and speed your business' growth.**





4. How to promote diversity in your company

Hire globally

36% of global employers are struggling to fill existing job positions. In such a scenario, **hiring locally just doesn't cut it.** Businesses need to look elsewhere if they want to hire the right people and do it quickly.

Diverse panels

Including a diverse range of people as a part of your interview panel helps you uncover unconscious biases, **examine different viewpoints and opinions**, and improve the fairness of your recruitment process.

Training

As you start implementing diversity and inclusion programs within your organisation — leaders and executives may consider **attending some diversity training** from experts in the industry to help them see the benefits.

Thank you



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