Diversity and Inclusion:

In the Aftermath Of 2020

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Introduction

This section of the 2020 Women of Color in Business: Cross-Generational Survey© examines three major topics:

- the changes within organizations' Diversity and Inclusion activities in the aftermath of 2020's racial and social justice protests,

- respondents' views of systemic biases against people of color and women, and

- the impact of systemic biases on the economy, as well as

- a deeper comparison of respondents' attitudes towards generational diversity and sisterhood in 2019 and 2020.

Diversity and Inclusion - At a Turning Point in 2020

In the aftermath of 2020's racial and social justice protests, many companies have begun to increase their Diversity and Inclusion (D&I) activities and commitments. Some analysts are comparing the new focus on D&I to that on sustainability a decade ago.

The authors probed their 2,300 women of color respondents about their companies' responses to the crises and their perceptions of their roles in executing the new D&I activities.

- 67% of Black and 52% of LatinX female desk workers said that DIversity and Inclusion initiatives are important for all organizations.

- However, majorities of all of the women of all races were leery about their management's genuine commitment to D&I activities as well as their fair treatment of underrepresented minorities.

- Black women reported the strongest involvement in D&I, but said they receive less positive recognition relative to their efforts.
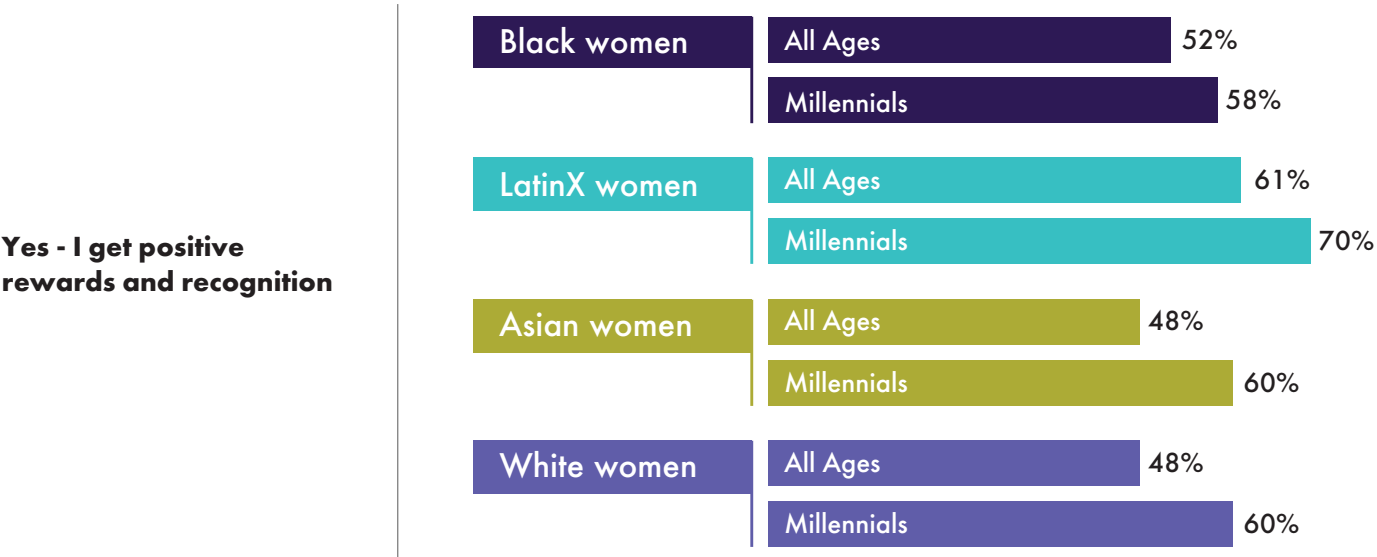
IMPORTANCE OF DIVERSITY & INCLUSION

Strongly agree

I think that Diversity and Inclusion initiatives are important for all organizations to have

Group	Percentage
All women	51%
Black women	67%
LatinX women	52%
Asian women	41%
White women	42%

My company is doing a good job of addressing Diversity and Inclusion matters

| Group	Percentage
All women	50%
Black women	47%
LatinX women	54%
Asian women	43%
White women	55%

- Compared to their co-workers, 25% of Black women strongly agreed that they have taken on more voluntary tasks related to their companies' D&I work outside of their normal job responsibilities. Just 18% LatinX women, 15% Asian women, and 18% white women shared this view. This trend was observed for all generations.

- 21% of Black women strongly agreed that because of their identities, there was an expectation that they take on responsibilities for D&I initiatives, twice the percentages for Asian and white women. 14% of LatinX desk workers shared this view.

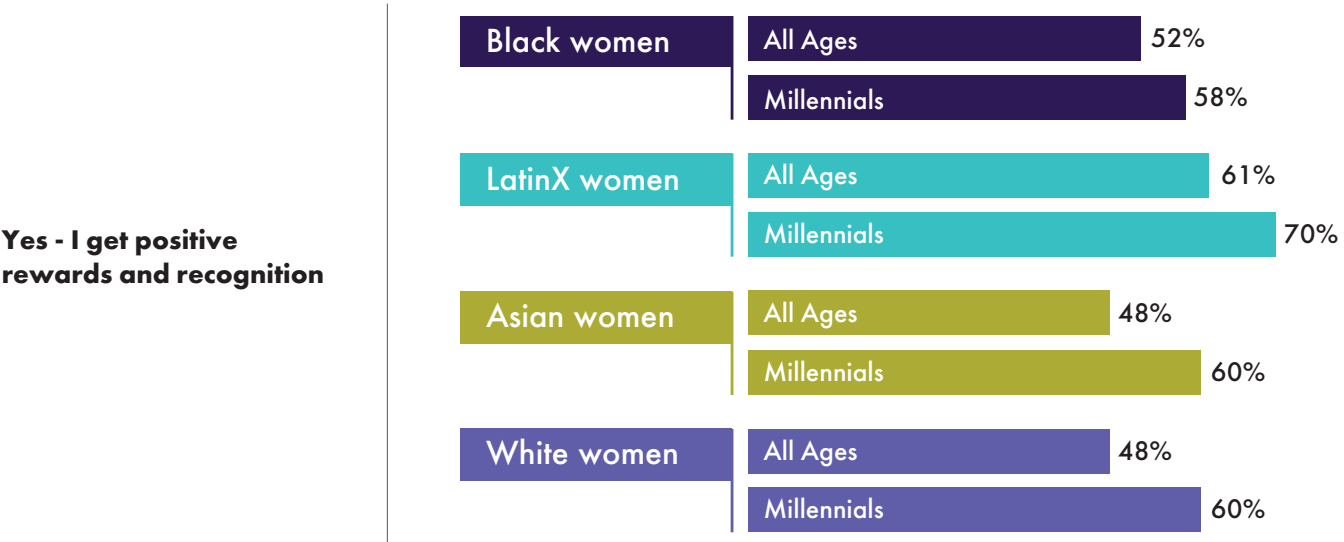## DIVERSITY & INCLUSION: I HAVE MORE RESPONSIBILITY AND I AM REWARDED

Yes - I get positive rewards and recognition

Black women		
	All Ages	52%
	Millennials	58%

LatinX women		
	All Ages	61%
	Millennials	70%

Asian women		
	All Ages	48%
	Millennials	60%

White women		
	All Ages	48%
	Millennials	60%

DIVERSITY & INCLUSION: SHOULD MANAGERS BE EVALUATED FOR THEIR DIVERSITY & INCLUSION ACTIVITES?

Yes

All women	72%
Black women	86%
LatinX women	73%
Asian women	64%
White women	63%
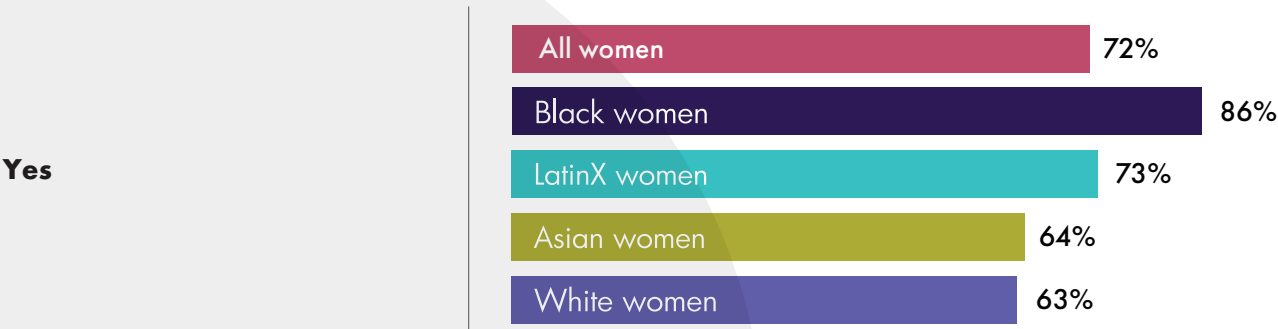
- Although majorities of female desk workers across the four races said that their managers should be evaluated for their Diversity and Inclusion activities, only 58% of the Black female Millennial workers believed that they were positively rewarded for their own D&I activities.

- Larger percentages of the other races reported positive rewards for such work, 70% for LatinX Millennial women and 60% for Asian Millennials and white Millennial women.

Yes - I get positive rewards and recognition

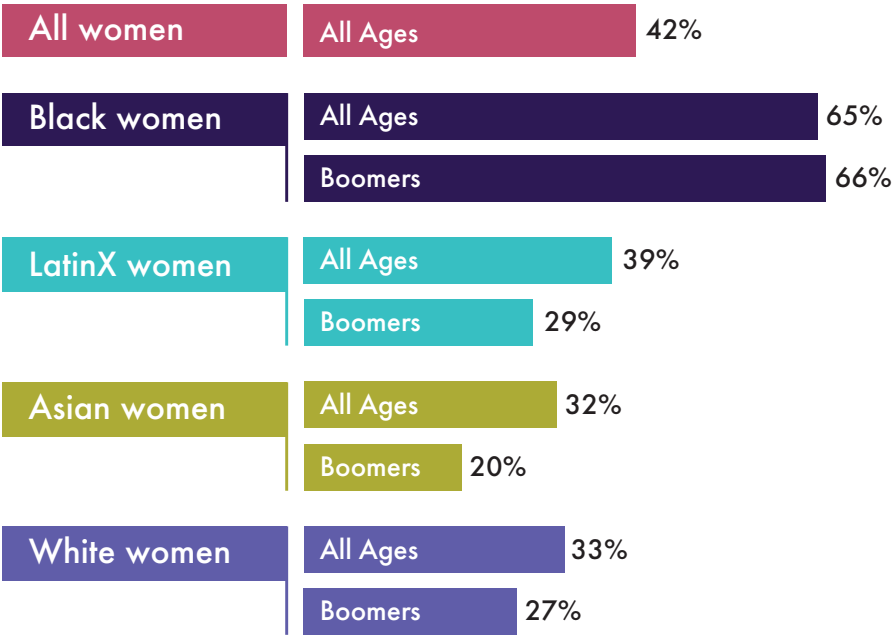| Black women | All Ages | 52% |
	Millennials	58%
LatinX women	All Ages	61%
	Millennials	70%
Asian women	All Ages	48%
	Millennials	60%
White women	All Ages	48%
	Millennials	60%

Systemic Bias

The perceived existence of systemic bias based on race and gender sharply diverged among the female desk workers.

- 65% of Black women vs. 33% white women strongly agreed that systemic bias against <u>people of color</u> exists in the United States.

- 51% of Black women vs. 27% of white women agreed that systemic bias against <u>women</u> is widespread.

- The numbers were more pronounced among older Boomer women, with Black women reporting the most significant percentage of perceived racial bias at 66%.

Strongly agree

I believe systemic bias against people of color is widespread in the US

All women	All Ages	42%
Black women	All Ages	65%
	Boomers	66%
LatinX women	All Ages	39%
	Boomers	29%
Asian women	All Ages	32%
	Boomers	20%
White women	All Ages	33%
	Boomers	27%

Strongly agree

I believe systemic bias against women is widespread in the US

All women	All Ages	33%
Black women	All Ages	51%
	Boomers	52%
LatinX women	All Ages	31%
	Boomers	27%
Asian women	All Ages	22%
		13% Boomers
White women	All Ages	27%
	Boomers	21%
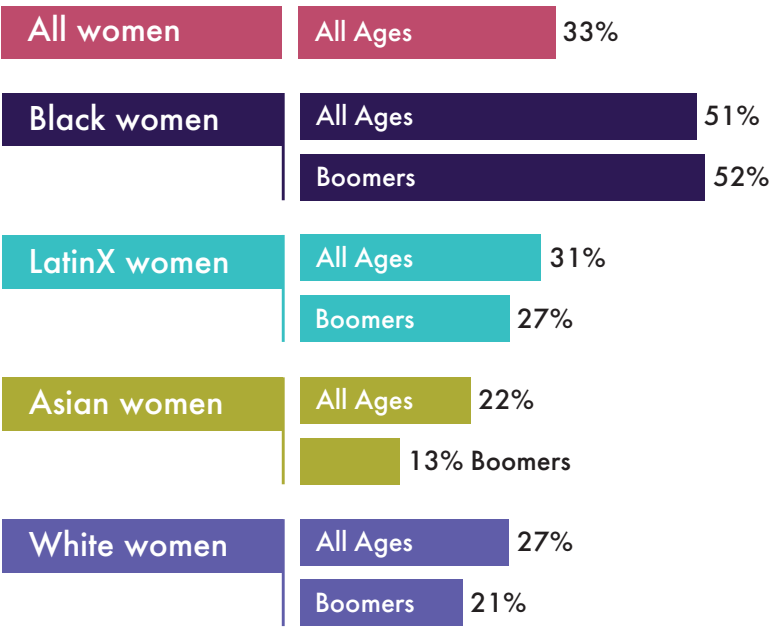
Impact of Systemic Racism on the Economy

Given their relative perspectives and the length of their lived experiences with systemic bias against women and people of color, it was not surprising that 75% of Black women reported that systemic racism hurts the economy. This finding is quantified in the 2020 Citi Global Perspectives & Solutions (GPS)'s report, Closing the Racial Inequality Gaps: The Economic Cost of Black Inequality in the U.S., which calculated $16 trillion in lost GDP over the past 20 years because of the gaps between African Americans and whites in wages, discriminatory lending and access to quality education.

SYSTEM RACISM: DOES IT IT HURT THE ECONOMY?

All	Black women	LatinX women	Asian women	White women

A great deal

| 49% | 75% | 48% | 34% | 37% |

Somewhat

| 32% | 17% | 35% | 44% | 34% |

Not very much

| 9% | 5% | 8% | 13% | 12% |
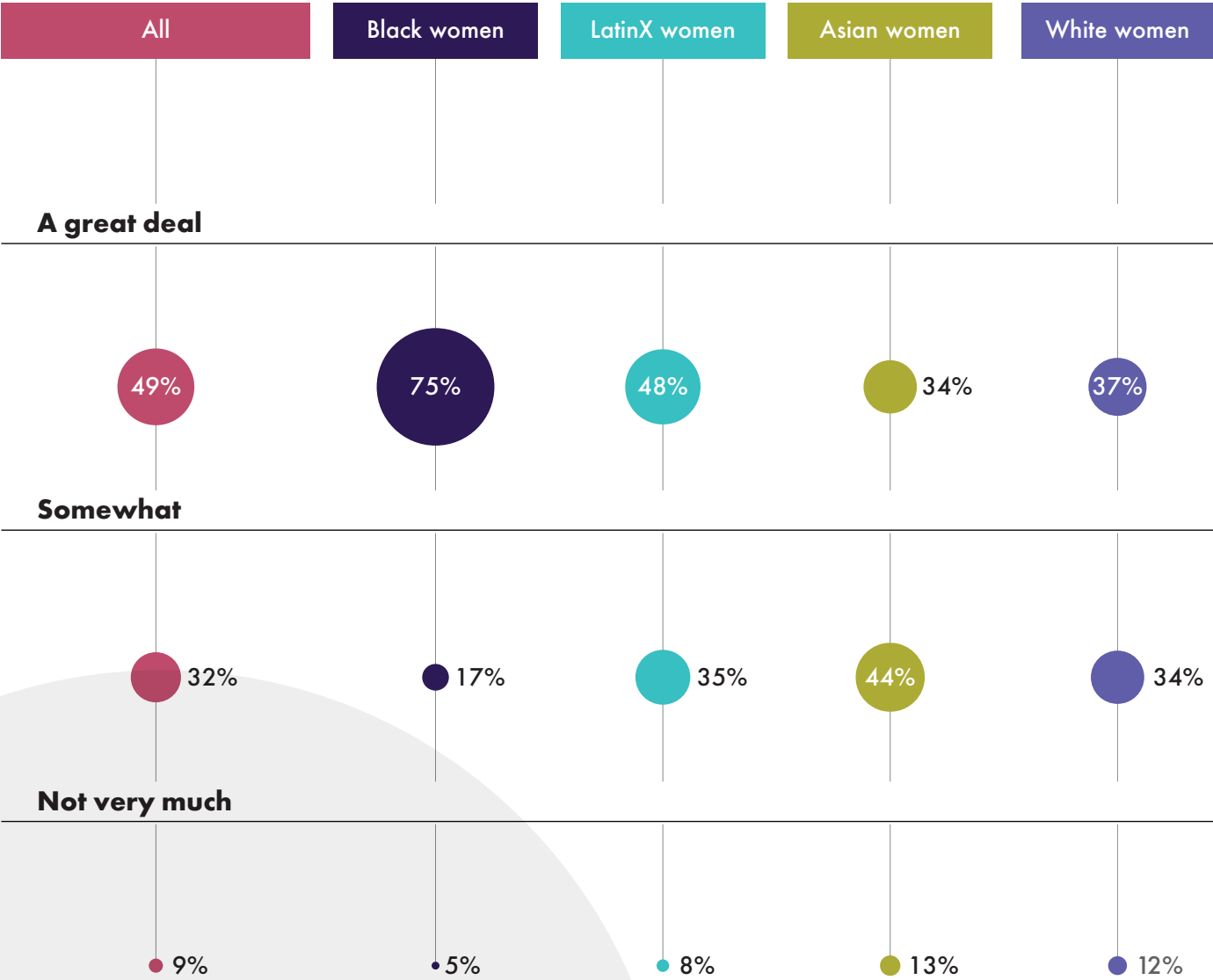
Generational Diversity: Comparing 2019 and 2020 Findings

The authors observe that companies have been overlooking "generational diversity" in their Diversity and Inclusion discussions. And yet, the concept is increasingly important when analyzing the nuances about young Millennial and Gen Z female desk workers. As they did in the 2019 Survey, younger women of color in 2020, especially Black and LatinX women, reported that they are innovative and are confidently demanding workplaces that provide the support they need to thrive.

The authors urge companies to pay attention to these findings as they develop strategies to seek and retain workers of color who have, traditionally, been challenging to source.

Innovation and Technology

As they were in 2019, Black female desk workers said they were the most tech-forward, especially in Gen Z:

- In 2020, 42% of Black Gen Zs said they were "the first to know when something new or cutting-edge is released." The gap with the other races was almost two-to-one.
  - Only 24% LatinX, 26% Asian, and 21% white Gen Z women reported that they were first to know when something new or cutting edge is released.

INNOVATION: FIRST TO KNOW IN TECHNOLOGY

Are always the first to know

| Black women GenZ	LatinX women GenZ	Asian women GenZ	White women GenZ
42%	24%	26%	21%
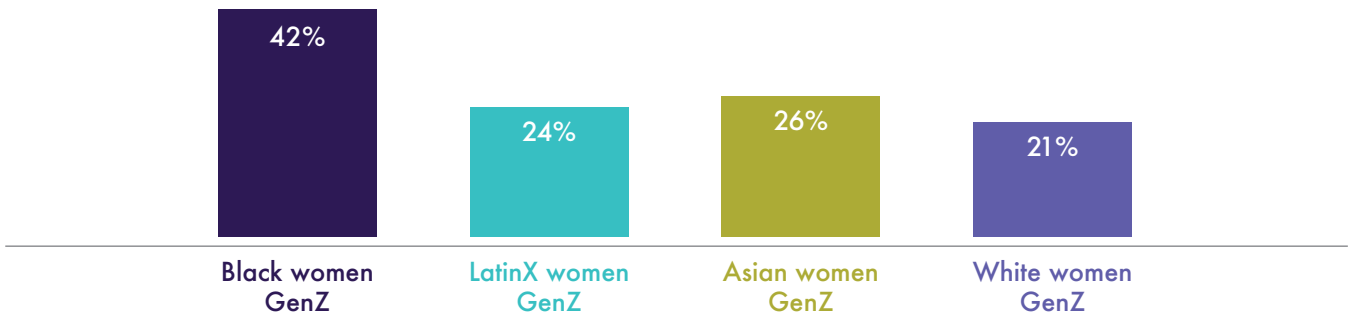
Confidence and Control

In 2019, Millennial and Gen Z female desk workers, especially Black women, said that they felt that they could find a good job relatively easily, and both could and would have control over their careers.

- Despite the pandemic-driven economic downturn of 2020, 59% of Black women desk workers expressed great confidence about their job prospects and control over their careers.

- Their LatinX, Asian and white counterparts were even more confident of having control over their careers in 2020.

### CONFIDENCE: I COULD FIND ANOTHER JOB EASILY

If I wanted, I could find another good job I would like relatively easily

Black women	LatinX women	Asian women	White women
59%	60%	61%	62%
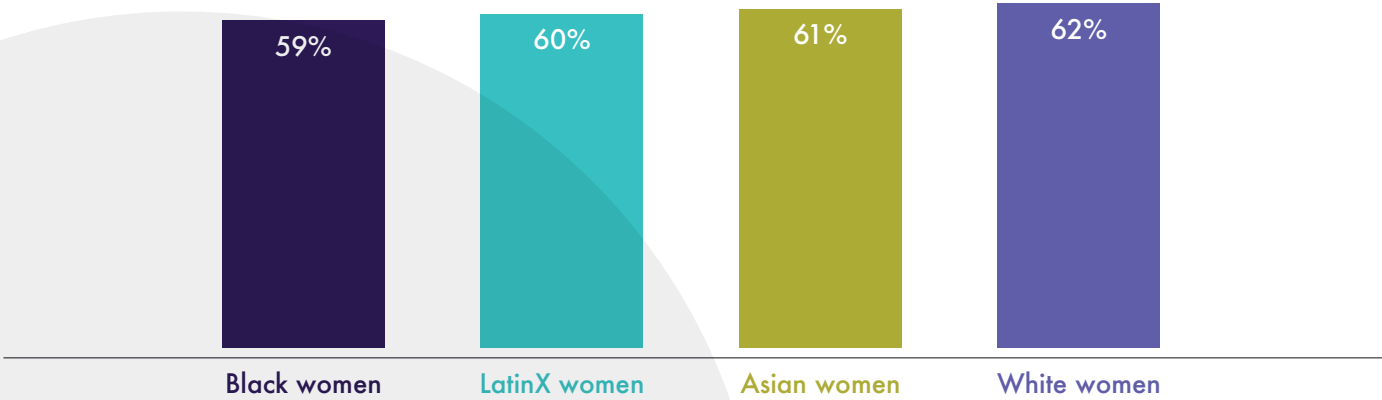
Retention is an important component of D&I activities. Finding and hiring underrepresented talent can be difficult, but having any of them leave, after a company has invested in an employee, can be costly.

RETENTION: DO YOU SEE YOURSELF LEAVING YOUR CURRENT POSITION WITHIN THE NEXT YEAR?

Yes

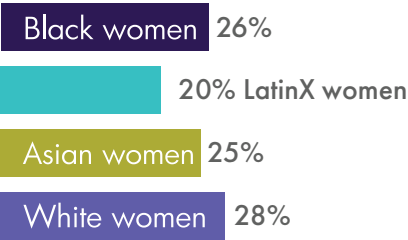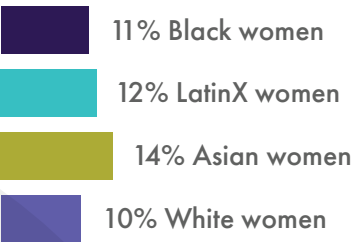| Black women	LatinX women	Asian women	White women
38%	30%	22%	25%
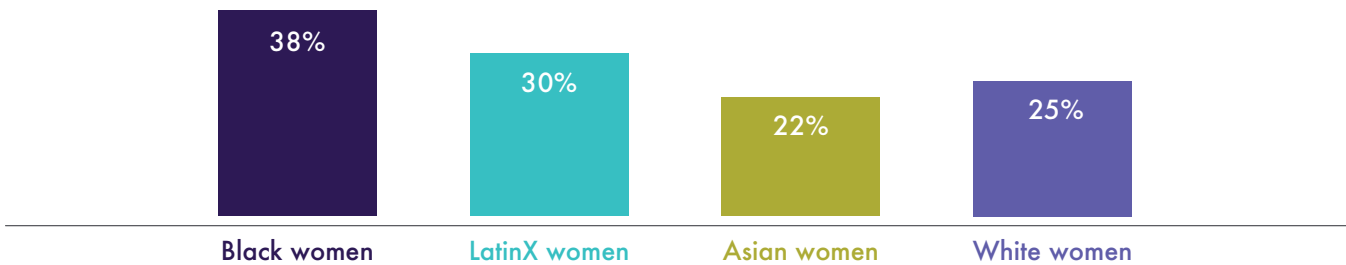
If Black women had thought about leaving their current jobs, they were more likely to state the reason as "I feel like I can better get ahead by leaving." 44% for Black women gave that response compared to 38% for white women.

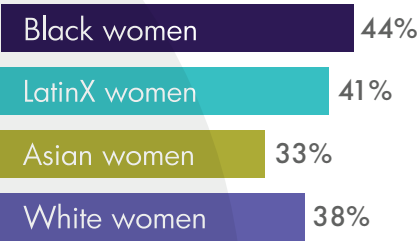**RETENTION: RATIONALE FOR LEAVING YOUR CURRENT POSITION**

I feel discouraged or undervalued at my workplace

Black women 26%

20% LatinX women

Asian women 25%

White women 28%

I feel like I do not belong at my workplace

11% Black women

12% LatinX women

14% Asian women

10% White women

I feel like I can better get ahead in my career by leaving

Black women 44%

LatinX women 41%

Asian women 33%

White women 38%

Female desk workers of all races say that they are growing in their current roles. However, compared to the female managers in the four races, the desk workers' growth is significantly smaller.

- Black females: 72% managers vs 58% desk workers

- LatinX: 73% managers vs 60% desk workers

- Asian: 61% managers vs 56% desk workers

- White: 71% managers vs 60% desk workers

CAREER GROWTH AT CURRENT JOB: DESK WORKERS VS FEMALE MANAGERS

I feel like I'm growing in my current role at my company

| Black women | All Desk workers | 58% |
| | Managers | 72% |

| LatinX women | All Desk workers | 60% |
| | Managers | 73% |

| Asian women | All Desk workers | 56% |
| | Managers | 61% |

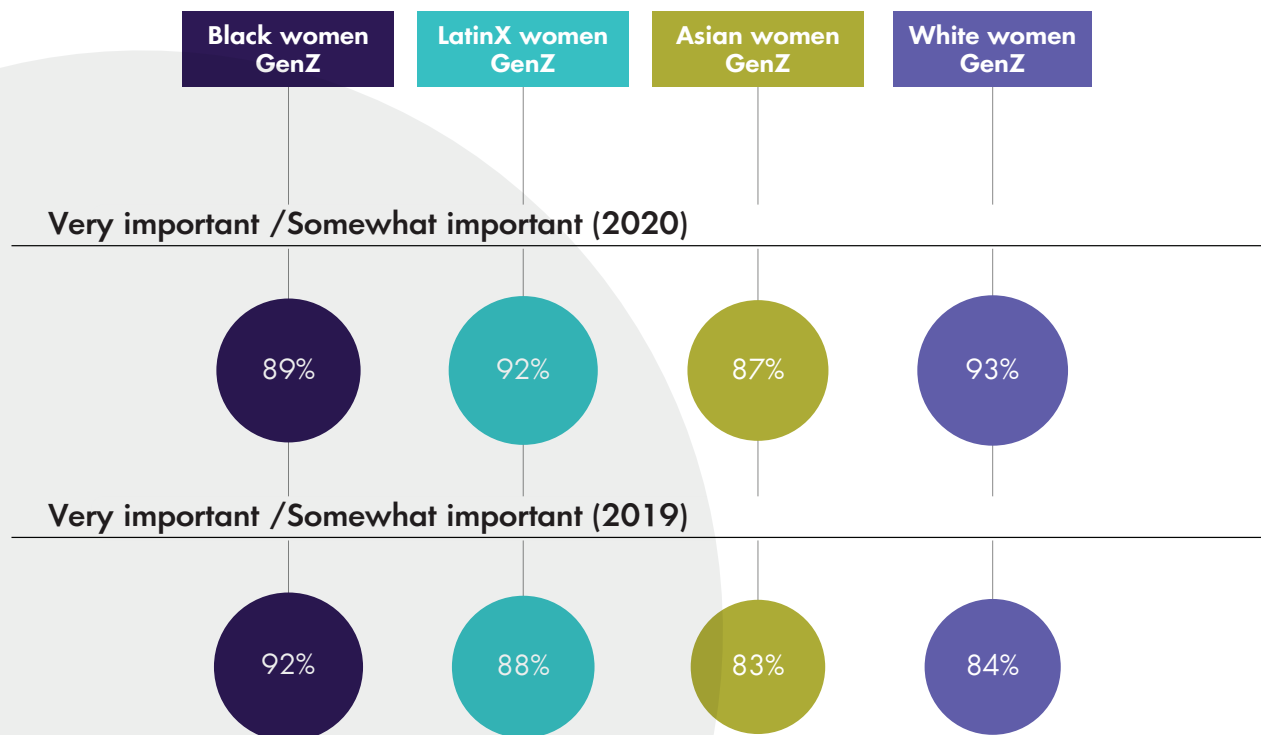| White women | All Desk workers | 60% |
| | Managers | 71% |
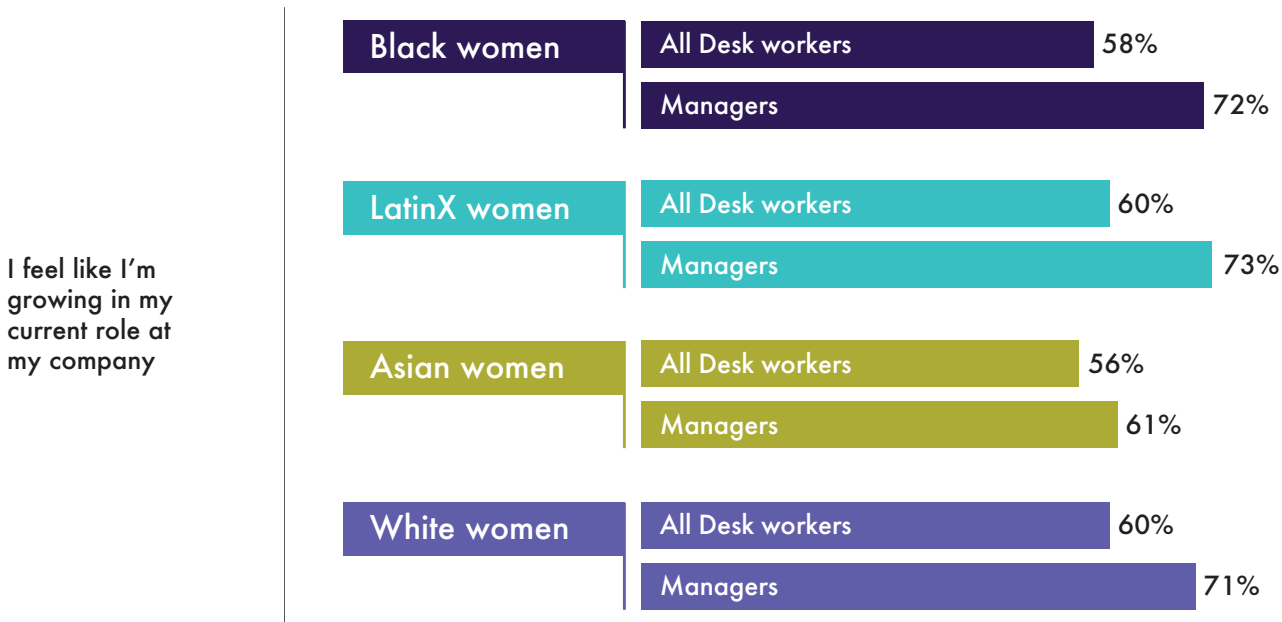
Sisterhood

In the 2019 survey, one of the authors' most surprising findings was the near unanimous support for the concept of sisterhood -- of women helping one another in the workplace -- among Gen Z desk workers. The concept remained extremely important in the 2020 findings.

- 92% of Black women and 88% of LatinX women felt sisterhood would be important to them at work. The percentages were smaller with the other two groups: 83% of Asian women and 84% of white women.

- In 2020, Gen Z women reported minor changes in the importance of sisterhood: 89% for Black women, 92% for LatinX women, 87% for Asian and 83% for white women said sisterhood was very or somewhat important.

IMPORTANCE OF SISTERHOOD: GEN Z 2019 AND 2020

Do you think what some people call "sisterhood" is to you currently – in other words, other women, perhaps of the samerace as you, who share good and bad times, exchange advice, and listen through each other's issues?

Black women GenZ	LatinX women GenZ	Asian women GenZ	White women GenZ

Very important /Somewhat important (2020)

89%	92%	87%	93%

Very important /Somewhat important (2019)

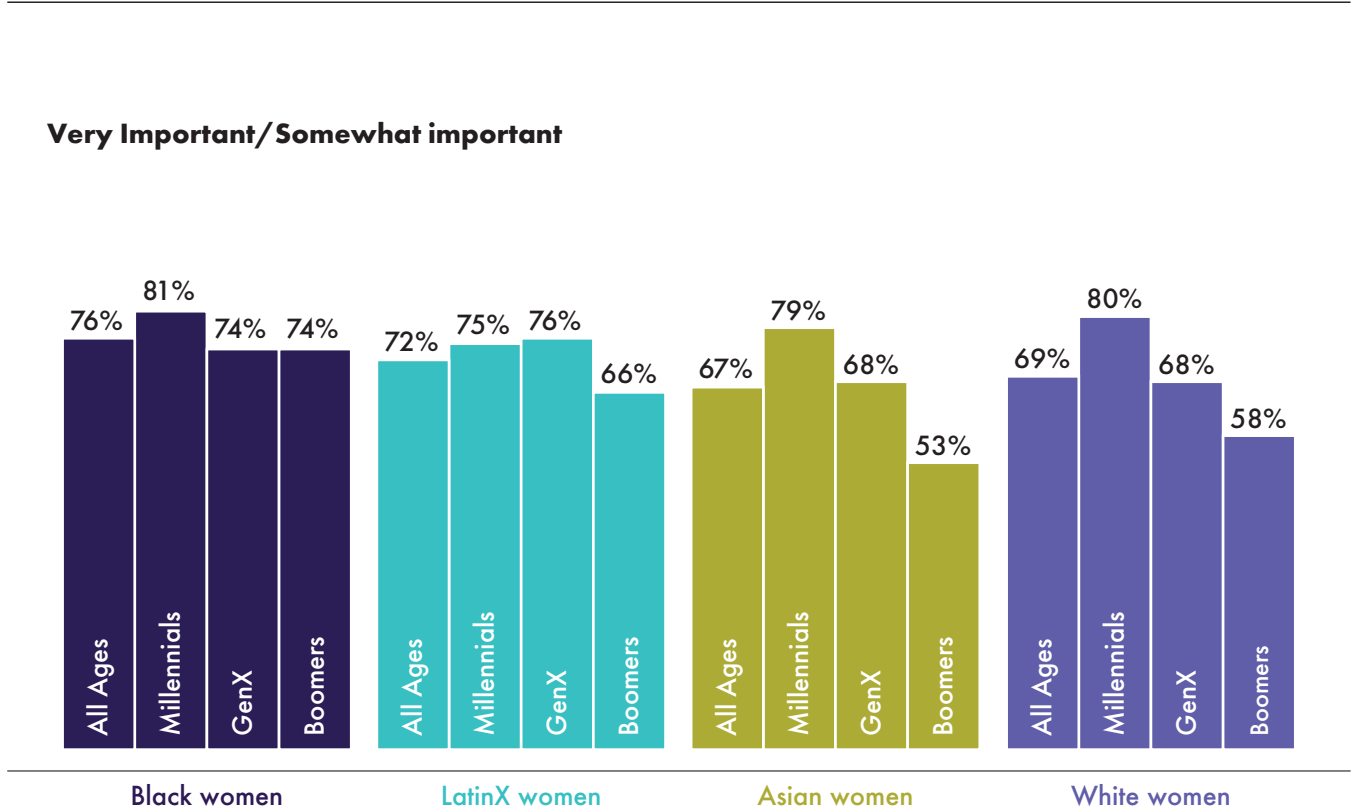| 92%	88%	83%	84%

The authors were struck by the 2020 reactions of the older generation of women on the subject of sisterhood.

- Overall, 76% of Black women considered sisterhood very or somewhat important, compared to 72% LatinX, 67% Asian, and 69% white women.

- When examining the responses by generation, Millennial women of all races report greater value in sisterhood than the Boomers. These were the responses:
  - Millennials: 81% Black, 75% LatinX, 79% Asian and 80% white;
  - Boomers: 40% Black, 25% LatinX, 24% Asian and 21% white.

- Majorities of all of the races across the older generations did report that sisterhood is very or somewhat important. However, Asian and white Gen X and Boomer women reported less value in sisterhood compared to their Black and LatinX colleagues.

Since the publication of their book, the authors have participated in several "sisterhood circles" aimed specifically at Asian, LatinX and Black women in business. The camaraderie, shared experiences and openness of the exchanges have convinced the authors of the need for even more events like these and for the value of their SaaS concept: Sisters as a Service.

SISTERHOOD: BOOMERS TO MILLENNIALS

How has been for you at work – in other words, other women, perhaps of the same race as you, who share good and bad times, exchange advice, and listen through each other's issues?

Very Important/Somewhat important

Black women				LatinX women				Asian women				White women			
All Ages	Millennials	GenX	Boomers	All Ages	Millennials	GenX	Boomers	All Ages	Millennials	GenX	Boomers	All Ages	Millennials	GenX	Boomers
76%	81%	74%	74%	72%	75%	76%	66%	67%	79%	68%	53%	69%	80%	68%	58%

Take the #TeamUp Challenges

After analyzing all of their data over two years, the authors have come up with a series of challenges for both managers and individual desk workers. These challenges are intended to help everyone "lead, empower, and thrive" in their workplaces.

Challenge #1

For Senior Leaders and Managers:
After mastering IQ (intelligence), EQ (Emotional Intelligence) and CQ, (Cultural Intelligence), the authors have another metric for managers: GD (Generational Diversity) which they highlight in their surveys as the nuance and complexity managers will face as the workplace converges across generations who hold different expectations.

Goals:
1. Start to understand the differences across the generations;

2. Create a sense of belonging that the younger workers are demanding;

3. Activate the full breadth of talent across the generations to fuel workers' innovation, creativity, and ROI.

Conclusion

"The beauty of anti-racism is that you don't have to pretend to be free of racism to be an antiracist. Anti-racism is the commitment to fight racism wherever you find it, including in yourself. And it's the only way forward." – Ijeoma Oluo, author of "So You Want to Talk About Race."

On May 25, 2020, America watched for a full eight minutes and 46 seconds as George Floyd took his last breath. In the aftermath, a number of corporations, universities and organizations had an abrupt awakening as they scrambled to identify and redress evidence of institutional racism. Myriad Diversity & Inclusion activities, task forces, and media campaigns sprang up.

The authors hope this awakening is not just a moment but a new way of life that creates opportunities for the brilliance of underrepresented minorities to flourish. It's not just the right thing to do. It's profitable too.