

# 3 Ways to Attract and Retain Workers by Leveraging DE&I

## 1. Build trust by demonstrating your commitment *because employees know when you're insincere.*

Having a DE&I leader is critical to your organization's ability to collect the right information, make strategic decisions, and drive positive change.

However, nearly **31%** of organizations worldwide don't have a DE&I leader.<sup>1</sup>



Lack of diversity in senior-level positions undermines employee confidence. **Women of color and men of color** occupy only **4%** and **13%** of **C-suite positions**, respectively. **White men** occupy **62%**.<sup>2</sup>



## 2. Infuse DE&I into your organization's public image *because what you stand for tells the world who you are.*

Over the last two years, **44%** of millennials and **49%** of **Generation Z** made choices about the type of work they'd be willing to do or organizations they'd work for based on personal ethics.<sup>3</sup>

**68%** of employees would consider leaving their employer for an organization that takes a stronger stance on the cultural and societal issues they care about.<sup>4</sup>



## 3. Improve the status quo *because your employee's opinions are crucial to success.*

Companies with the most successful DE&I programs are significantly more likely to **set diversity goals with executives and board members**.<sup>5</sup>

**66%** of people trust an employee's opinion when it comes to understanding how diverse and inclusive a workplace is, while only **19%** trust senior leaders, and **6%** trust recruiters.<sup>6</sup>



### Learn more

Read the ebook **"Create a Culture Built on DE&I to Attract and Retain Your Workers"** to learn how your organization can leverage your commitment to diversity, equity, and inclusion to strengthen your pipeline of candidates and keep high-performing employees.

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<sup>1</sup> "Global Diversity & Inclusion Survey," PwC Global, 2021.

<sup>2</sup> "Women in the Workplace 2021," McKinsey & Company, 2021.

<sup>3</sup> "A call for accountability and action," Deloitte, 2021.

<sup>4</sup> "Gartner HR Research Finds 68% of Employees Would Consider Leaving Their Employer for an Organization That Takes a Stronger Stance on Societal and Cultural Issues," Gartner, March 3, 2021.

<sup>5</sup> "Creating a Culture of Diversity, Equity, and Inclusion: Real Progress Requires Sustained Commitment," Harvard Business Review, 2021.

<sup>6</sup> "Glassdoor's Diversity and Inclusion Workplace Survey," Glassdoor, September 29, 2020.