

“At Lockheed Martin, we recognize that diversity is not just a short-term trend. It is a business imperative.”

**Bob Stevens**  
 Chairman & CEO  
 Lockheed Martin

## Case Study 1

**Who**  
 Nextel Communications  
 (Now part of the Sprint  
 Nextel Corporation)

**Problem**  
 Wanted to improve  
 employee retention,  
 satisfaction and productivity.

**Solution**  
 Implement diversity training.

**Results**  
 Nextel saw a 2% decrease  
 in overall turnover, with  
 training contributing 10  
 percent to the change  
 and resulting in the direct  
 retention of 36 people— a  
 savings of \$3,204,000 to the  
 organization.

in partnership with:

# 7 Reasons You Should Be Doing Diversity & Inclusion Training

1. Lower Turnover Costs
2. Optimize Human and Financial Resources
3. Protect Your Reputation
4. Reduce Your Risk
5. Prepare Employees For a Global Marketplace
6. Stay Ahead of Changing Demographics
7. Tackle Technology Head-on

## 1. LOWER TURNOVER COSTS

Competing in today's marketplace requires attracting and retaining the most talented workers. Employees leave when they feel mistreated, underutilized and disrespected. **Costs associated with the loss can be as high as 1.5x an employee's yearly salary.** High quality diversity training can help stop the churn. A recent SHRM study identified reduced costs associated with turnover, absenteeism and low productivity among the top six reported outcomes from effective diversity programs.

## 2. OPTIMIZE HUMAN AND FINANCIAL RESOURCES

If you are trying to stretch your training budget or find more effective training delivery mechanisms, online training is your solution. **One Fortune 500 company reported that online training delivered a 40%- 78% savings when compared to live training.** The significant cost savings means your organization can train a broader audience and fund other important initiatives. Your organization will also see benefits such as: scheduling efficiencies, ease of delivery, increased speed of deployment, consistency of message, and ease of updating online training materials.

## 3. PROTECT YOUR REPUTATION

76% of organizations identified "improved public image" as the key factor driving their diversity practices. That is because organizations spend years — and sometimes millions of dollars — building their reputation. The value of that investment can be compromised by a single, highly publicized incident — even if the incident did not amount to a violation of law. **Quality diversity training safeguards your organization's hard won reputation by giving learners the tools they need to maintain a respectful, inclusive workplace.**

#### 4. REDUCE YOUR RISK

Experienced lawyers will tell you that people who are angry or feel mistreated are more likely to sue than those who feel engaged and respected. **Quality diversity training that teaches employees about respecting differences and being inclusive will foster a better work environment and help drive down charges and litigation.** A recent SHRM study reports that a decrease in complaints and litigation is among the top six outcomes from effective diversity initiatives.

#### 5. PREPARE EMPLOYEES FOR A GLOBAL MARKETPLACE

The Department of Commerce reports that African American and Hispanic American owned business are outpacing the growth of non-minority businesses by as much as 60% per year. **Further, approximately 97% of the Fortune 500 corporations have programs to source from diverse suppliers.** Diversity training helps give your employees the skills they need to help build the work environment you want *and* land business.

#### 6. STAY AHEAD OF CHANGING DEMOGRAPHICS

Today's workplace is already more diverse than at any point in history – and will become even more so in the future. **By 2020, the U.S labor force will be comprised of 50% women, 14% Hispanic workers, 11% African American workers and 6% Asian American workers.** That makes it critically important for employers to put programs in place *now* that allow them to adapt to these changing environments.

#### 7. TACKLE TECHNOLOGY HEAD-ON

Technology and social media have transformed the way employees communicate, obtain and share information—making it easier than ever to express offensive ideas, thoughts, and opinions. **Employers must give employees clear guidance on what is considered acceptable communication in the workplace— beyond conduct that may be prohibited by law.** Diversity and inclusion training can help your organization get in front of this trend by establishing a clear baseline for civil conduct and respectful treatment.

#### ELT'S NEW DIVERSITY & INCLUSION COURSE

Diversity & Inclusion helps your organization succeed in an increasingly diverse, global, and competitive workplace. Through engaging stories and interactive exercises, learners explore the importance of diversity and inclusion, and how to support your organization's diversity efforts.

Fully vetted by Littler, Diversity & Inclusion exposes your workforce to concepts beyond what is covered in EEO compliance programs.

View a free demo at [www.elt.com](http://www.elt.com)



### Case Study 2

#### Who

Prudential Financial

#### Problem

Wanted to improve manager understanding of diversity, increase the use of specific diversity leadership competencies and enhance understanding of work-life balance policies and how to apply them.

#### Solution

Implement diversity and inclusion initiative.

#### Results

First year financial returns from turnover and retention statistics yielded benefit-to-cost ratio of 4.2 to 1; for every \$1 invested, \$4.20 was returned. This reflected an ROI percentage of 320 percent.



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