Making the Business Case for Gender Diversity and an Inclusive Culture: *Middle Management*

Debbie Storey
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A Diverse Workforce is Inevitable

The “minority” becomes the majority in 2050

Source: U.S. Census; 2010 Other 3%, 2050 Other 4%
A Diverse Workforce is Inevitable …

an **Inclusive** Workforce is Critical

- **Inclusion drives engagement**, resulting in:
  - A culture of innovation
  - Better customer experiences
  - Stronger financials
- **Diverse, inclusive teams outperform** on:
  - Problem-solving
  - Conflict resolution
  - Creativity

**What inclusion looks like**

- This is a safe environment
- I feel valued
- I am critical to our success
- I can bring my best self to work

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First things First with Middle Managers: Set Expectations

Diversity Infrastructure → Accountability → Measurement
Higher Level Opportunities with Middle Managers

- Targeted training
- Recognition
- Role models
Targeted Courses

How to Leverage Diversity & Inclusion

From Diversity to Inclusion
We truly are a “team of leaders” at AT&T and I feel very fortunate to be a part of this winning team. I appreciate the acknowledgement and support afforded to me by the company. I really appreciate the recognition.

I am honestly surprised and humbled. Thank you and the rest of the AT&T leadership team for demonstrating your commitment to diversity through tangible actions and by example. I am blessed to collaborate with such a global team.
Leverage Successful Leaders
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