



CALIFORNIA MINORITY COUNSEL PROGRAM

REASONS ORGANIZATIONS MUST FOCUS ON AND PRIORITIZE DIVERSITY AND INCLUSION

- **Clients In All Industries Want Organizations To Focus On And Prioritize Diversity And Inclusion**

An increasingly diverse population is demanding that organizations in all industries promote and prioritize diversity and inclusion to more accurately reflect their customer base. In turn, as organizations focus on and prioritize diversity and inclusion, they are demanding the same of their business partners.

- **Employees In All Industries Seek And Demand Diverse Workplaces**

Employees in all industries are increasingly seeking work environments where diversity and inclusion are promoted. In order to recruit and retain talented employees, organizations must make a genuine commitment to embracing diversity and inclusion across all aspects of the organization and be willing to critically assess the organization's culture to ensure that it supports diversity and inclusion initiatives.

- **The Increasingly Global Marketplace Requires Diverse Perspectives From Organizations**

Diversity and inclusion are fundamental to every organization's success in an increasingly global and diverse marketplace. Organizations greatly benefit from having a diverse group of employees that can provide it with access to a wide range of different and unique viewpoints to address the needs of their clients.

