Why is Diversity & Inclusion Important?

The rapid shift over the past decade towards a true global economy has required companies to refocus their efforts on creating a workforce that reflects the diversity of where they work, and the customers they serve. However, simply having a “diverse” workforce does not guarantee results; and having diversity resource groups does not guarantee engagement.

Regardless of the size and complexity of an organization, the ability to communicate and work well together with people from different backgrounds is what drives organizational performance. Therefore it is critical that diversity leaders create a strategy that focuses on developing an inclusive culture, as well as a workforce that is skilled in intercultural competence. This includes building an environment where diversity groups can meet and build their network - not only within their demographic group, but across these groups as well. Opening the doors to cultural understanding and diversity of thought improves engagement, collaboration, and new ideas.

Research conducted by the Corporate Leadership Council shows that when employees feel their company is truly diverse and inclusive, employee retention is increased by 24% and emotional commitment is increased by 21%.

Additionally, the Society for Human Resource Management (SHRM) states that the stronger the level of importance that the company places on diversity and inclusion, the stronger level of employee engagement and productivity. In fact, companies that demonstrate intercultural competence generate:

- High-functioning teams
- Better products
- Better decisions
- Increased understanding and service of their customers
- Improved awareness and respect for others

How can I move the needle?

That’s where we come in. Spark was created to help companies better connect their employees - in person. The Spark platform systematically networks your employees across your organization. Having your employees meet over coffee, lunch or video call creates real social connections that can help your company break down silos, foster mutual understanding, and make employees be more connected, and ultimately more inclusive. Spark helps drive Diversity & Inclusion through active connections within, and between your resource groups – and studies show that organizations with an inclusive culture demonstrate better working teams and knowledge sharing.
Spark can benefit your business in many other ways, including:

**Improve Performance Through Employee Engagement**
Spark encourages people to make new connections and strengthen existing networks—contributing to higher overall engagement.

**Improved Communication**
Creating a culture of trust and open communication is critical. Spark fosters relationships between co-workers across business units, breaking silos and cultivating a stronger sense of belonging.

**Improved Employee Retention**
60% of HR professionals cite employee retention as their #1 concern. As companies continue to compete for and retain top talent, studies show that a sense of connection with the company and fellow employees helps drive retention rates.

**Improved Talent Development**
Companies can use Spark in many ways to support talent development, including matching new employees with existing employees to show them the ropes, or connecting high potential talent with managers to advise them on career development.

**Improved Productivity**
Informal face-to-face engagement is the one of the largest factors influencing productivity. One company showed $15 million per year productivity increase simply by increasing informal employee engagement—and Spark can help your teams coordinate these efforts.

**How does Spark work?**
Behind the scenes, the Spark platform connects people across your business. Spark systematically matches employees with a new colleague on a recurring basis—and the resulting meetings provide a way to help your staff naturally discover the hidden assets within your corporation. Spark can help your employees communicate one-on-one in a way that encourages new and innovative ways of problem solving. And the best part? It’s totally customizable. Spark setup is quick and easy, and the flexibility of the tool allows your company to create campaigns that reflect your unique business goals. Want to give your IT professionals a chance to meet with marketing managers? Would you like to give your newer employees a chance to chat with managers? It’s up to you!

**Contact us today to schedule a demo!**
Simply email info@sparkcollaboration.com or call 212.500.1152