

Advancing the Conversation on DEI

Brandon Meyers + Friends (Grand Rapids, MI Circa 1997)



My Career in Travel & Hospitality

- Grand Rapids Mi
- Walt Disney College program (Ferry Boat Deck Hand)
- Mark Travel/Southwest Airlines Vacations (Marketing Associate)
- Mark Travel/ Air Jamaica Vacations (Sales Manager)
- Orbitz (Partner Marketing)
- Hotwire (Sales Manager)
- ADARA (multiple positions now CRO)

What are we talking about?

Diversity

race, color, ethnicity, nationality, religion, socioeconomic status, veteran status, education, marital status, language, age, gender, gender expression, gender identity, sexual orientation, mental or physical ability, genetic information, and learning styles.

Inclusion

Authentically bringing traditionally excluded individuals and/or groups into processes, activities, and decision/policy making in a way that shares power and ensures equal access to opportunities and resources.

“Diversity is being invited to the party. Inclusion is being asked to dance.”

- Verna Myers (DEI Expert)

What about Equity?

Equity - Guarantee of fair treatment, access, opportunity, and advancement for all while striving to identify and eliminate barriers that have prevented the full participation of some groups.

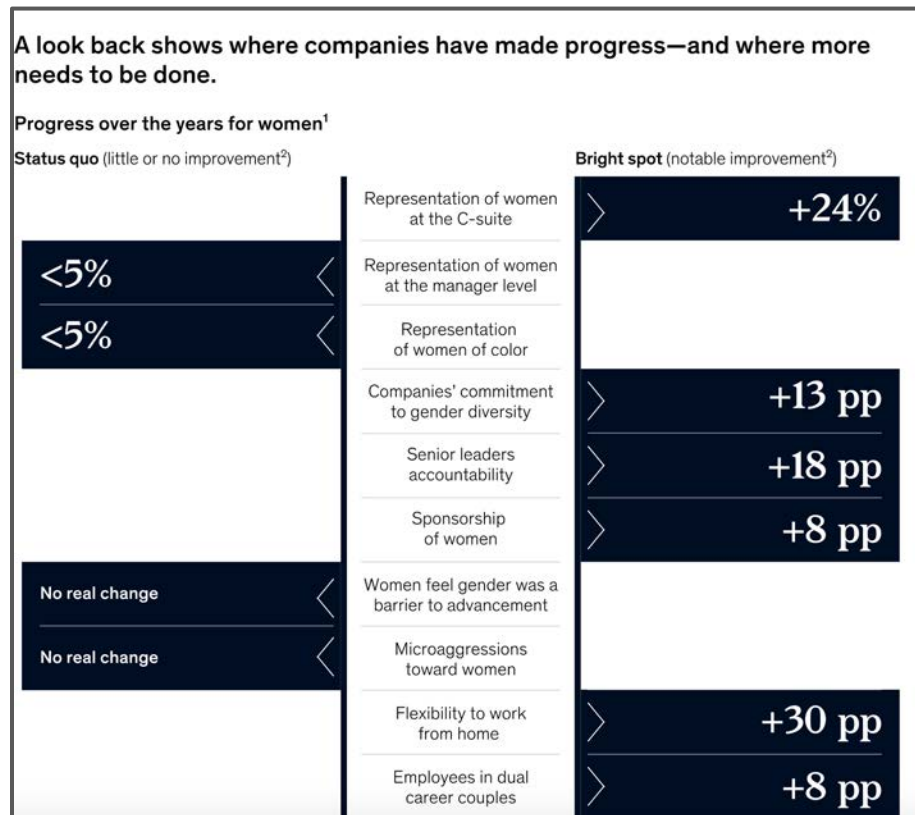
*The principle of equity acknowledges that there are historically under-served and under-represented populations and that fairness regarding these unbalanced conditions is needed to assist equality in the provision of effective opportunities to all groups.

Progress on gender diversity - Case for Intentionality

Change from 2014 - 2019

3 Key Takeaways

- Meaningful advancements for women across highly visible categories
- Women of color have not seen same gains
- Inclusion continues to be a blind spot for women



Inclusion needs attention

Promoting diversity does not ensure a culture of inclusion

We used a **social listening approach** to analyze employer reviews posted online³

Overall sentiment on diversity is positive

52%

positive

31%

negative



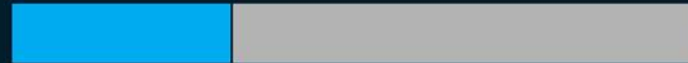
But sentiment on inclusion is the opposite

29%

positive

61%

negative



For Discussion

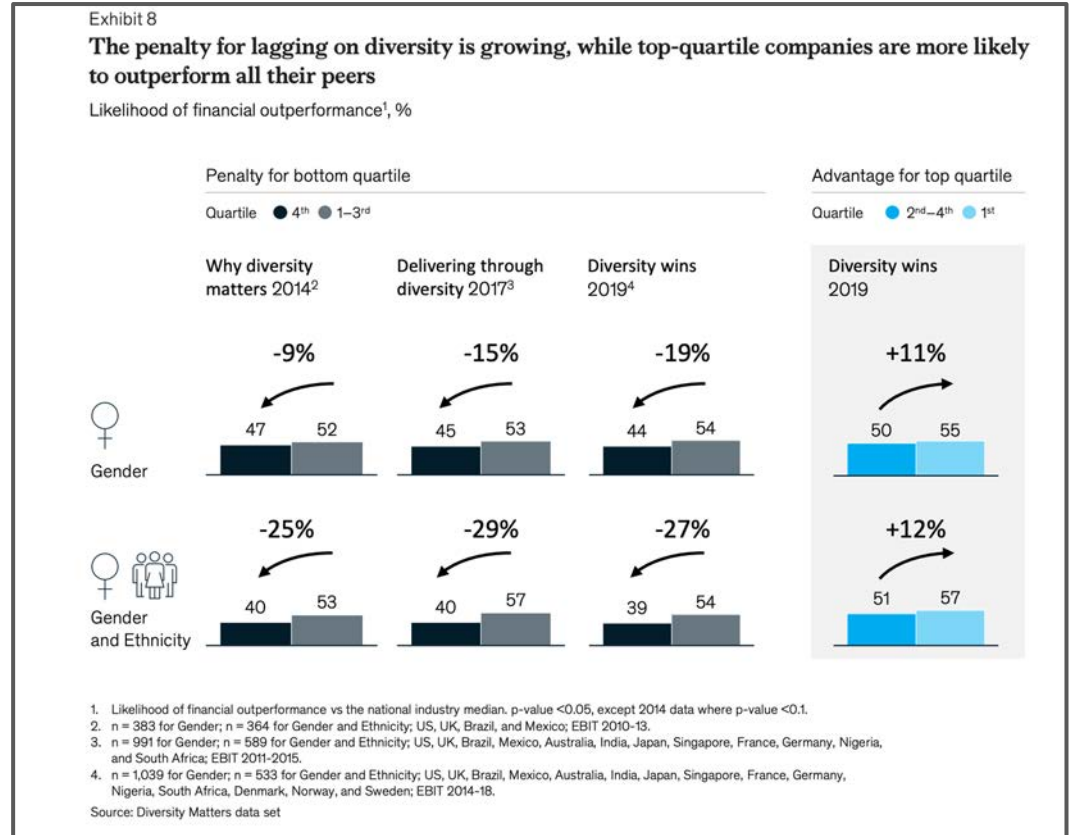
What did we learn?

What is your playbook on gender diversity?

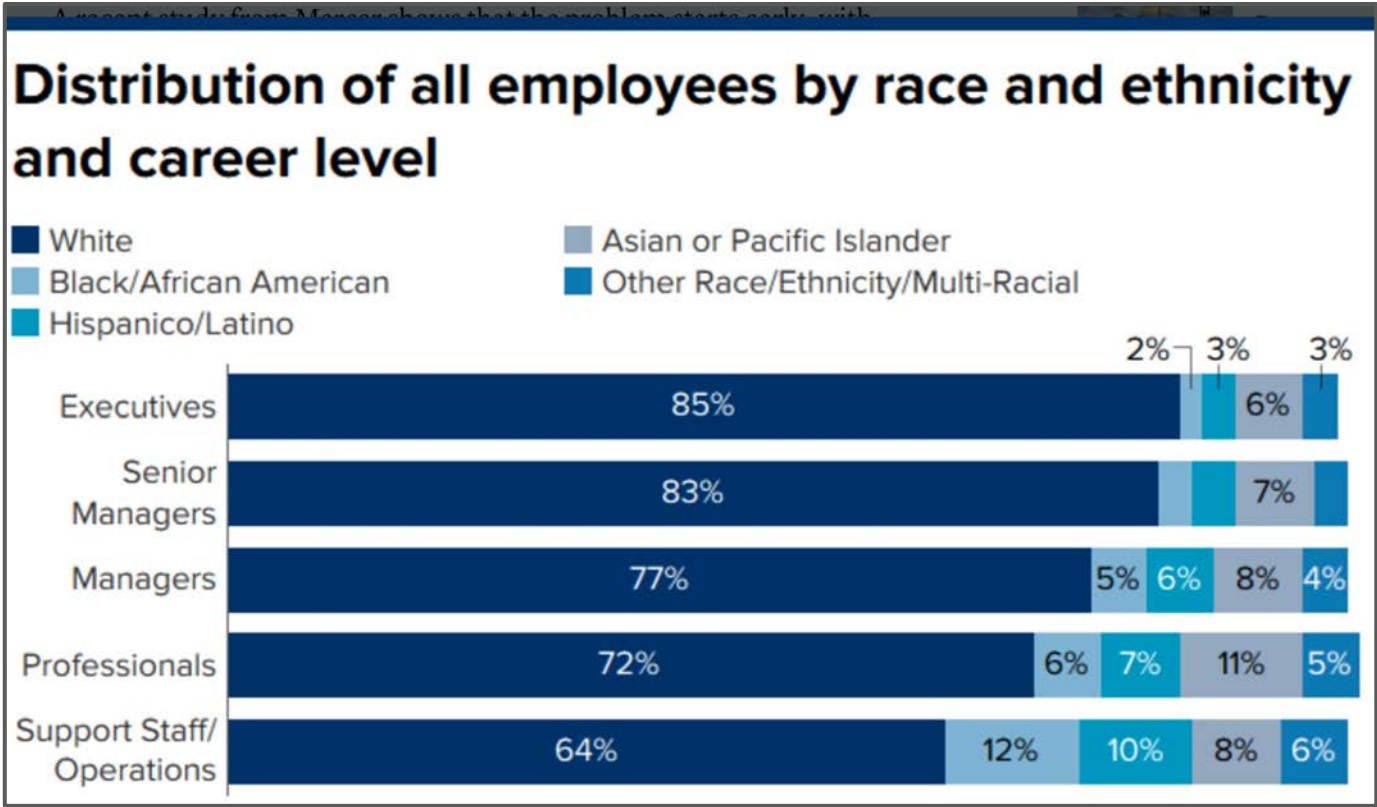
What learnings can we apply to broader topic of DEI?

Strong Correlation between Diversity and Performance

- More diverse companies perform 11+% better than market avg.
- Companies that lag in diversity lag in results



Gaps at all Levels of Business above Support/Operations



Let's dig into Poll results and Solutions!