



The Informed Banker
Speaker Series



The Business Case for Diversity, Equity, and Inclusion

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The content for this presentation was created by Samira Salem.
The views and opinions expressed herein are those of the author, Samira Salem
and do not necessarily reflect those of Harland Clarke.

Presenters



Samira Salem

Senior Policy Analyst
Credit Union National Association



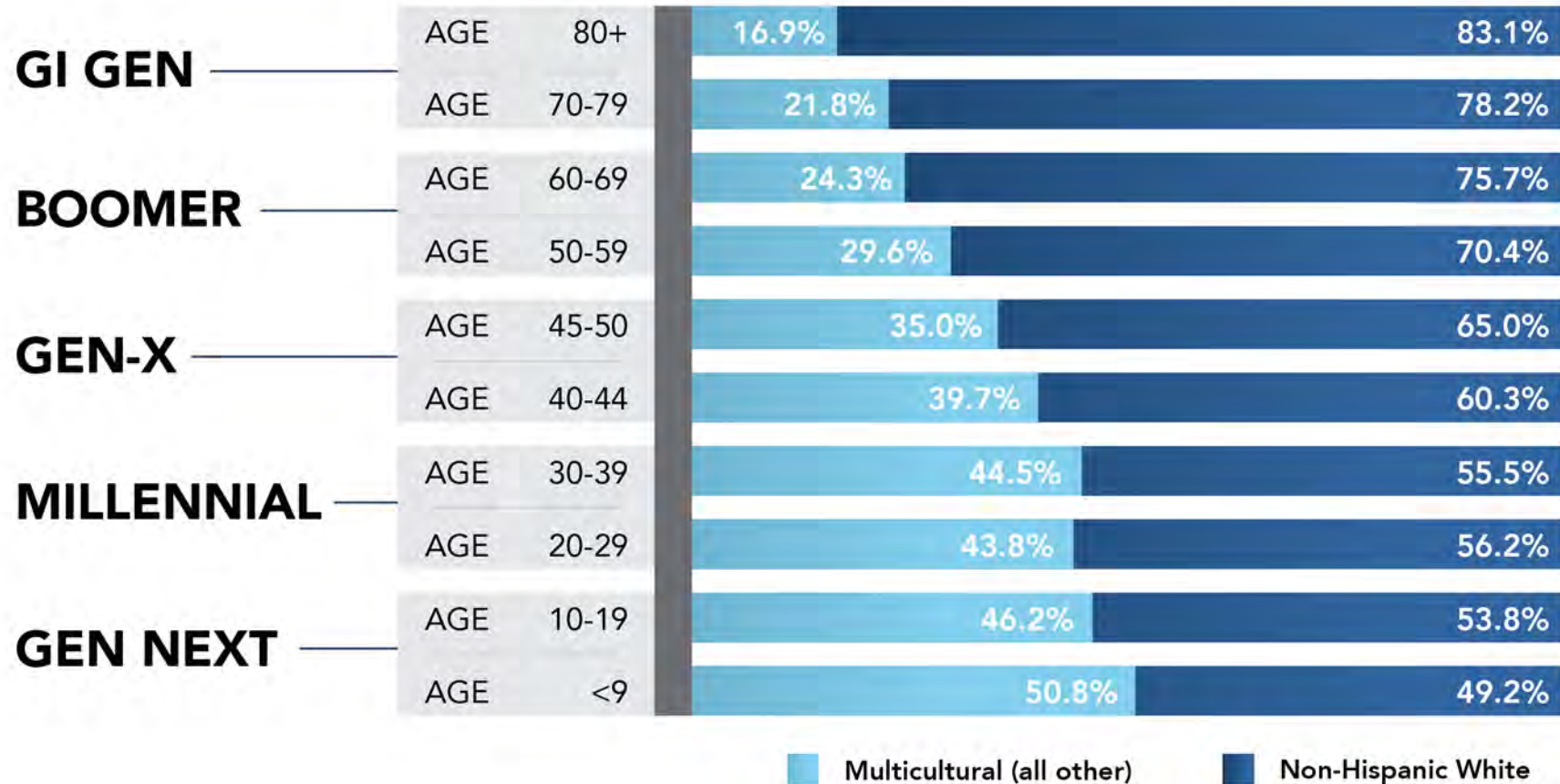
Moderator

Christine Ahlgren

Director of Strategic Business Alliances
Harland Clarke

American diversity by generation

According to Nielsen Pop-Facts



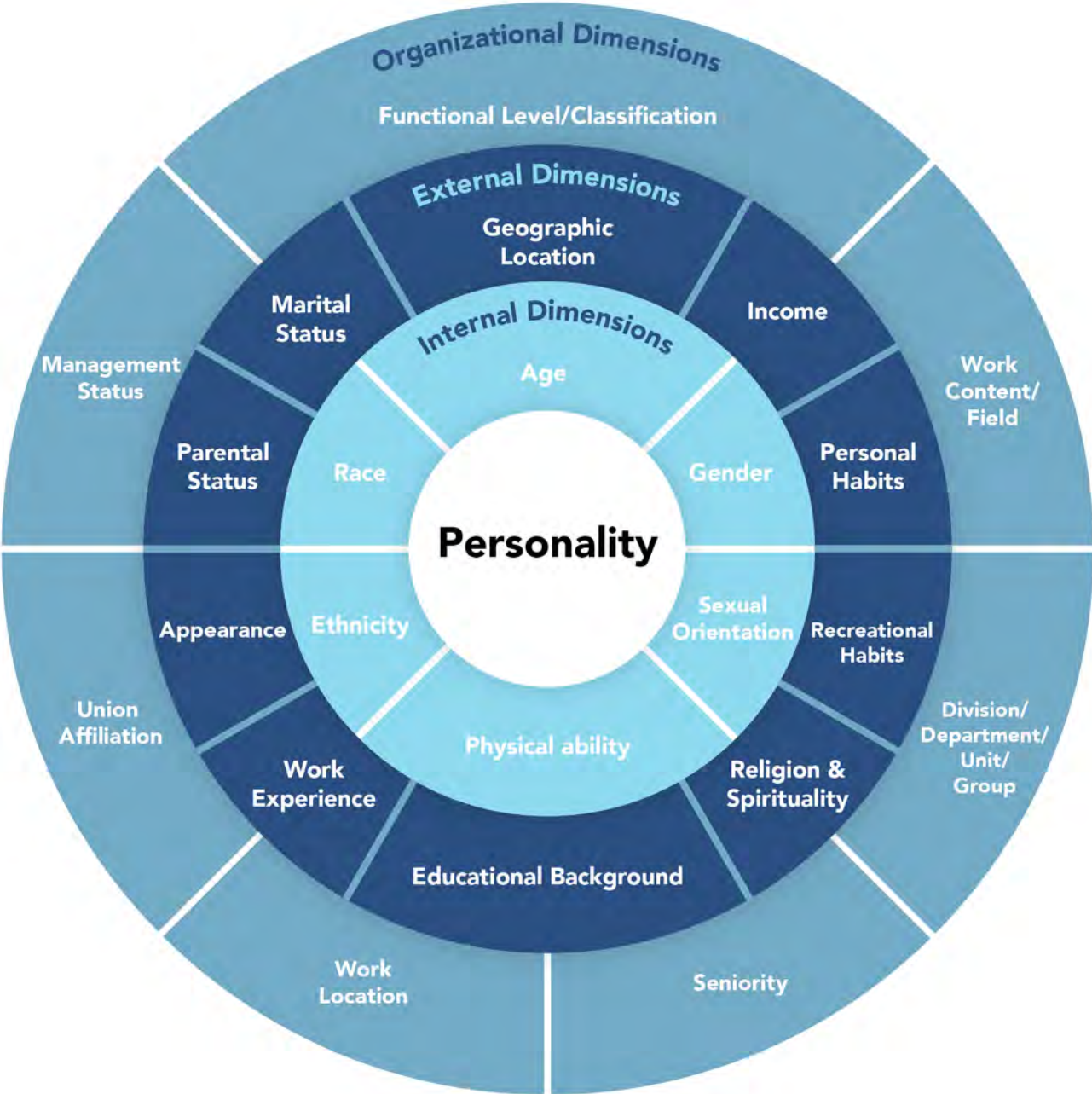
Cooperative principles and DEI

A call to credit unions



Diversity and Inclusion Wheel

Source: Diverse Team. Lee, Gardenswartz and Rowe. Burr Ridge, IL: Irwin Professionals, 1994.



The Four Elements of Inclusion



**Fairness and
respect**



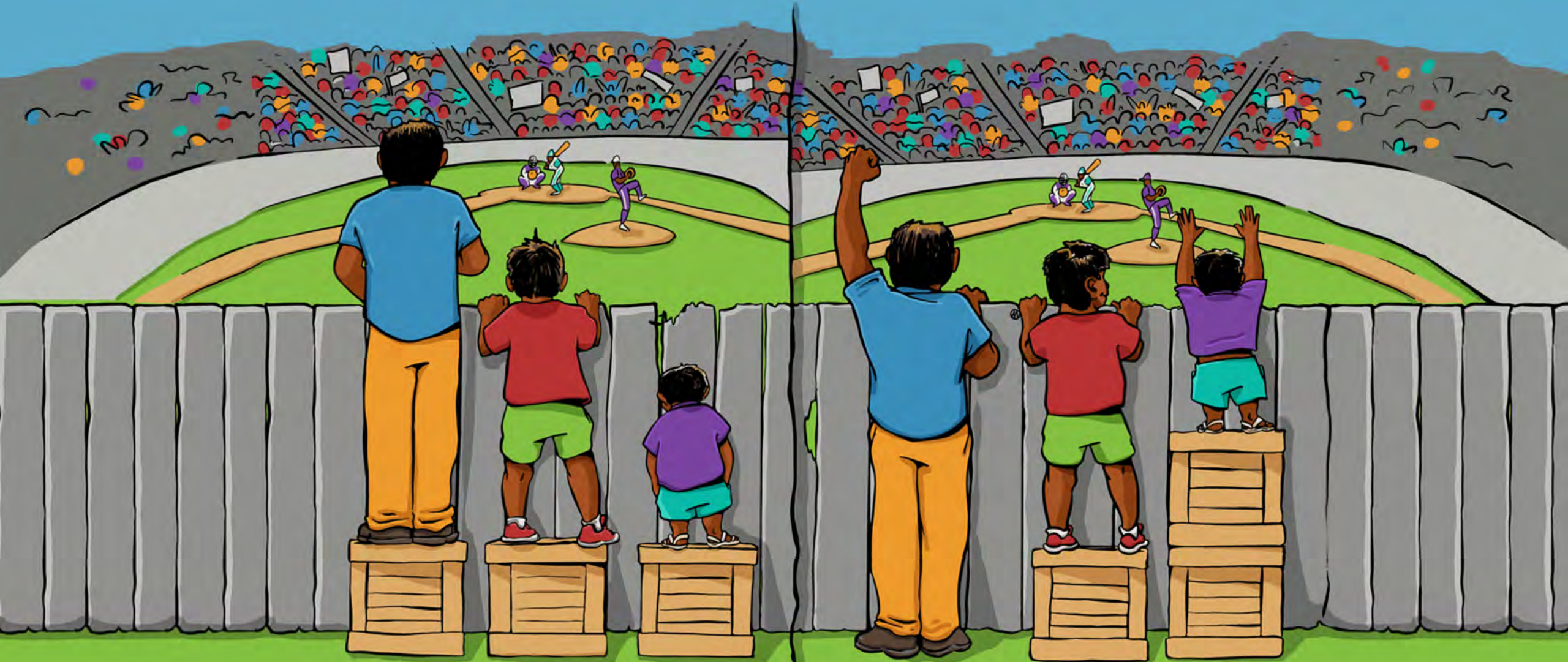
Safe and open



**Value and
belonging**



**Empowered
and growing**



EQUALITY

EQUITY

\$ 64
BILLION

DEI is recognized as a factor of competitive advantage

78%

of executives rate DEI as an important issue and say it increases competitive advantage

85%

of CEOs whose organizations have a diversity and inclusiveness strategy say it's enhanced their organization's performance



Diversity in leadership

Companies where 30% of leadership are women are associated with a

+6%

percentage point net profit margin

Companies that have more diverse management teams are associated with

+19%

higher revenue due to innovation

Companies with high levels of racial and cultural diversity are associated with

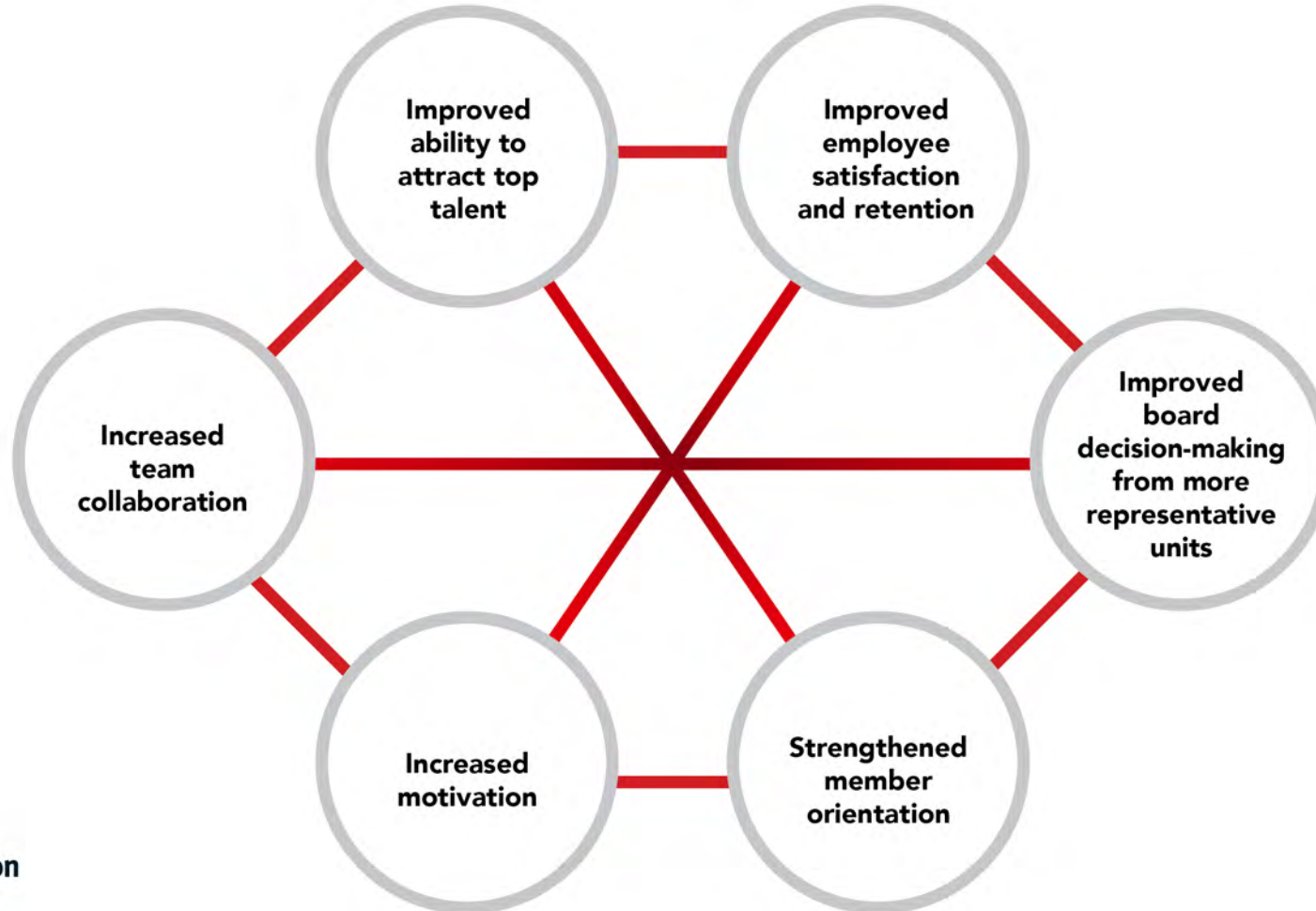
+33%

above average profits

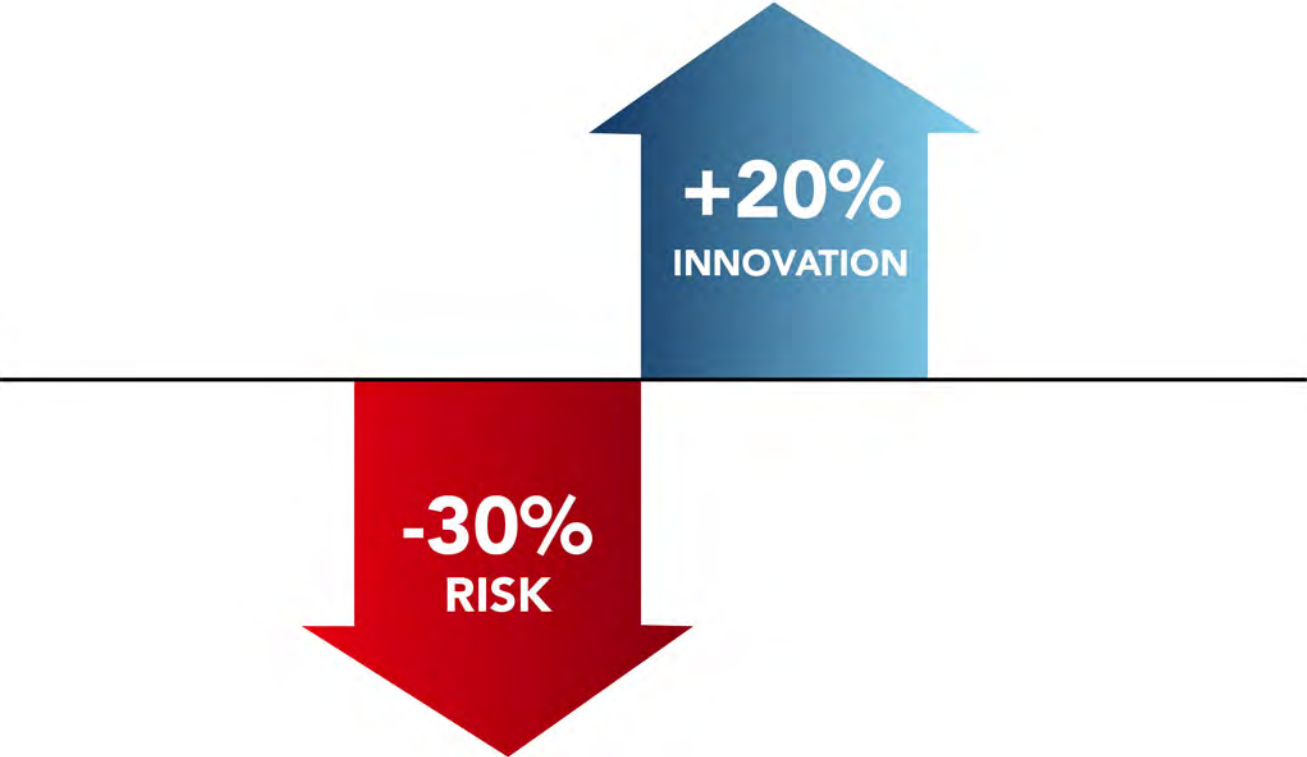


A rising tide raises all boats

Everybody wins with DEI



The value of diversity of thinking



Generational perspective on DEI

47%

of millennials actively look for employers with diversity and inclusion programs and would take less pay to work for an employer that shares their values



**Diversity-Equity-Inclusion is credit unions'
secret weapon and brings competitive
advantage.**

Maurice Smith,

recent past CUNA Board Chair and
President/CEO of Local Government Federal Credit Union

DEI aligns with the cooperative principles of **“democracy and voluntary membership without discrimination”** and of the credit union philosophy of **“people helping people.”**

Policymakers and regulators care

Newly elected congressional leaders, as well as regulators, have made it clear that they care about deepening financial inclusion for diverse and underserved populations.



“CUNA is an employer that values an inclusive workspace where employees feel valued, included and respected for their individuality.”

**-CUNA Corporate
Diversity Statement**

“CUNA, uniquely positioned to unify the movement, will use its role as thought-leader to call awareness to Diversity & Inclusion and will provide supportive training & education and enable networking opportunities to provoke thoughtful dialogue and action.”

-CUNA Board





“We recognize that credit unions must be intentional about increasing diversity and inclusion at leadership, board and staff levels to continue to reach and better serve an increasingly diverse population.

Jim Nussle,
CUNA President and CEO



Q&A Wrap Up



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Type your question in the questions panel 

***Presentation materials and video replay
will be provided within one week.***

Thank You