

DIVERSITY AS AN ASSET

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DIVERSITY IS REAL !

**CAN WE MAKE IT
A STRENGTH?**

ONE IN THREE
HAS A
MIGRATION
BACKGROUND



**HIGHLY DIVERSE
COMPANIES ACHIEVE
19%
HIGHER REVENUE**

Source: BCG 2018

**GOOGLE
DIVERSITY TEAMS
LESS PROBLEMS**

**UNILEVER:
GLOBAL SCALE
LOCAL INSIGHT=
MARKET SUCCESS**

AIRBUS

LEVERAGING DIVERSITY AS A
COMPETITIVE EDGE AGAINST
MONOPOLIES

SAP

DIVERSITY

BEYOND

MORALITY



DIVERSITY ISN'T
SELF-RUNNING,
BUT IT FUELS THE
BEST IDEAS

**SHIFTING
FROM
CONTROL
TO TRUST**

CLEAR
TRANSPARENT
EMPATHETIC

Do's



Brief & Clear

Honest

Empathic

Don'ts

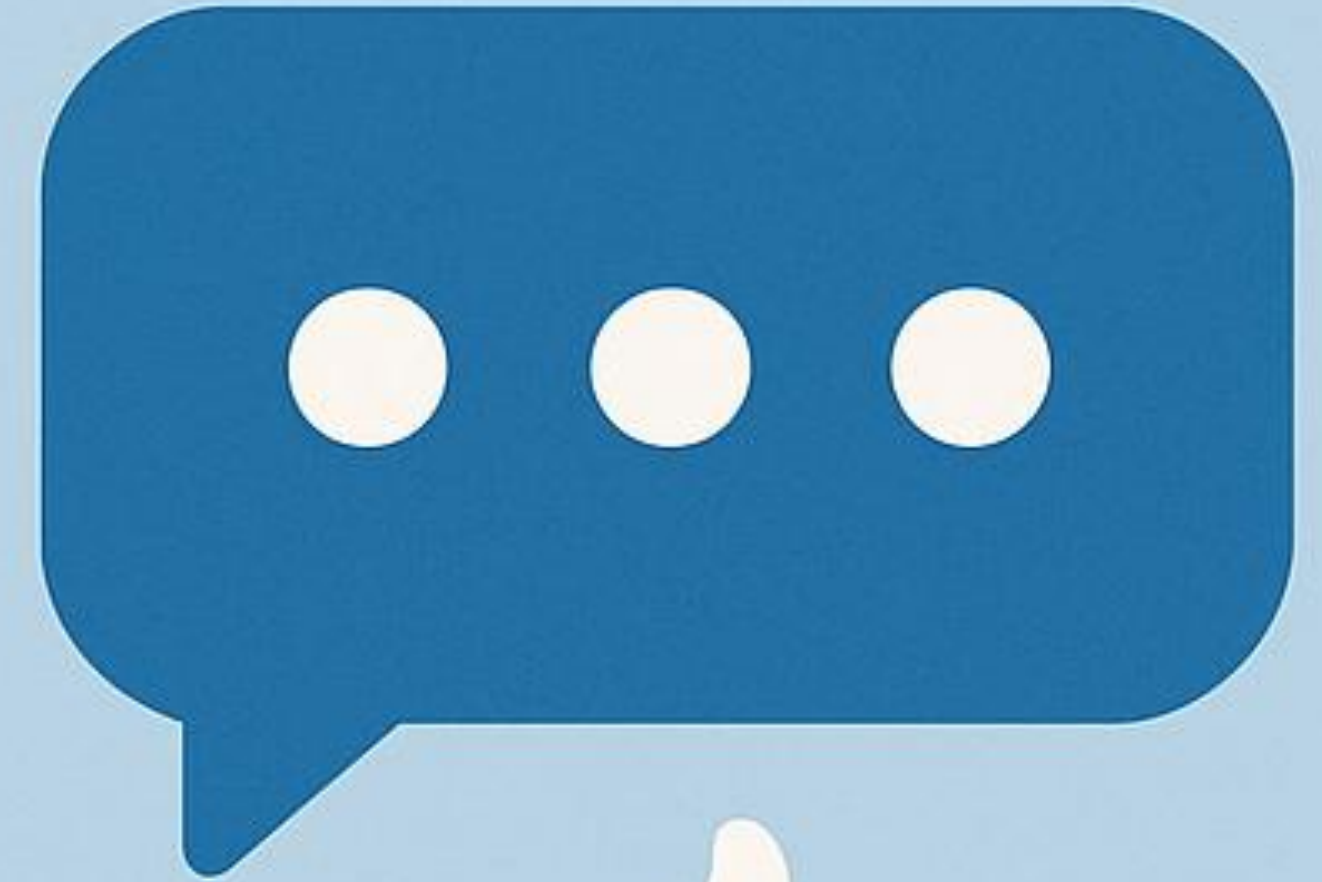


Sugarcoating

Contradictions

Endless Meetings

**NARRATIVES
SHAPE
REALITY**





NEVER AGAIN!
OR WILL WE?

REFUGEES

VS

WELCOME

CULTURE



WILL WE MAKE
DIVERSITY A
PROBLEM OR A
STRENGTH?

THANK YOU