

## **The Benefits of Diversity**

*Adaptability.* It's a concept that has become indistinguishably intertwined with the definition of success and is the touted competitive edge that today's most influential CEOs cite when asked about their company's rise to power. In a technological age in which consumers have unfettered access to goods, services, and information globally, companies remain relevant by bolstering the diversity and inclusivity within their organizations. There is often confusion on what diversity is, what inclusivity is, and what the difference is. Simply put: Diversity is inviting everybody to the table, while inclusivity is making sure it's a table everybody can partake at. A strong company culture of diversity welcomes everybody to engage and actively contribute to the success of the organization, because when employees see that each person is embraced as an individual, the fear of standing out as an outsider and the barrier to open idea exchanging banishes. A diverse team brings to the table a variety of perspectives and inevitably, accelerated innovation. Various backgrounds, cultures, and experiences equips each member of a diverse team with a different lens to view an idea/problem through; and the culmination of numerous ways of thinking a diverse team inherently has enriches both the problem solving and creative collaborative processes.

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