



GBTA

Diversity, Equity and
Inclusion Committee

Why a Corporate Diversity, Equity, and Inclusion Program is Critical to Your Success

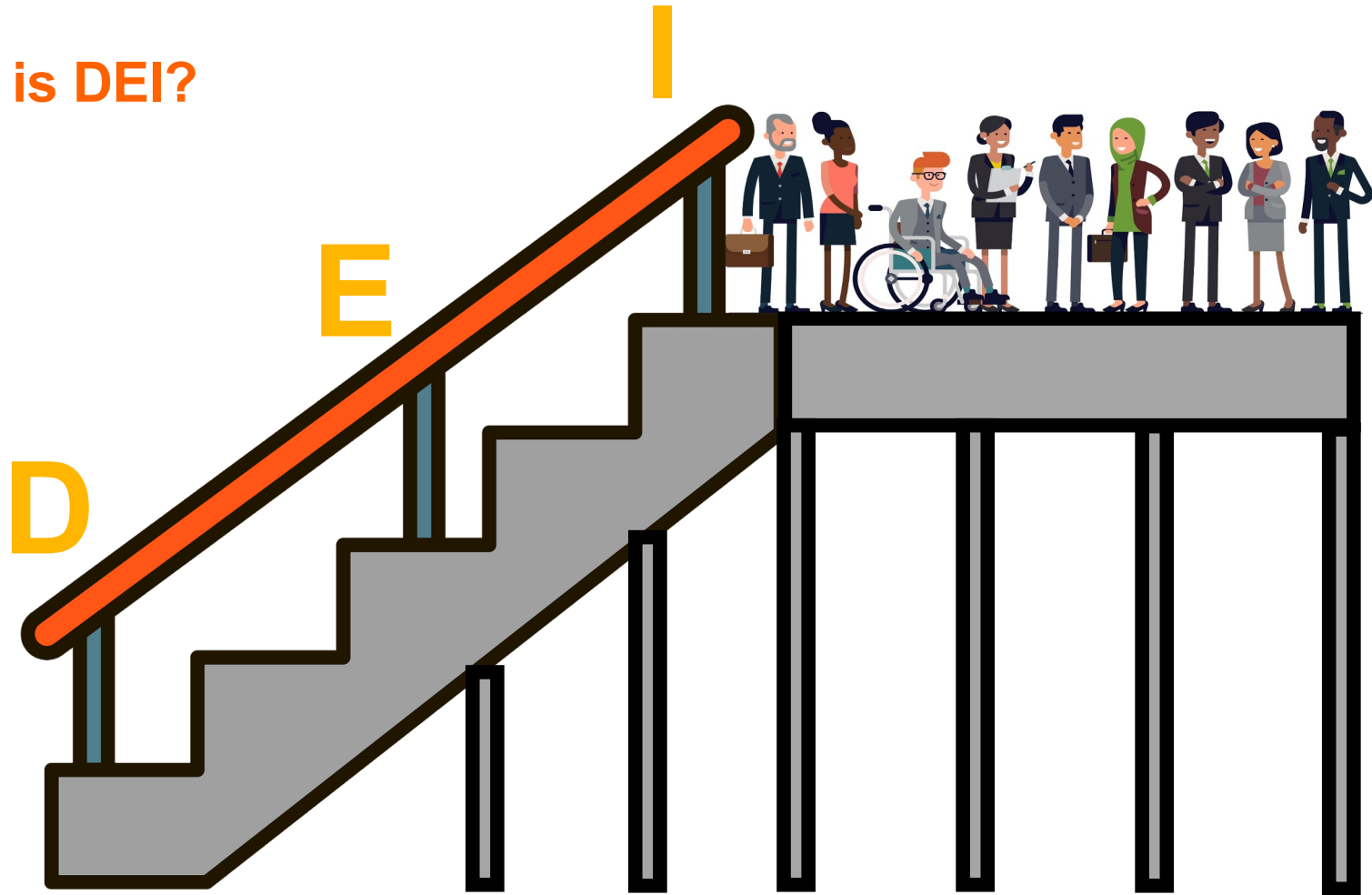
GBTA DFW Chapter | 20 September 2022



Session Description

Creating and implementing a diverse, equitable, and inclusive environment will ensure a prosperous future for your operations, boost your organization's reputation, set the tone for your corporate culture, and improve the health and wellbeing of your people. Join the GBTA DEI Committee Chair, Grant Caplan, President of Procurigence and Chris Maguire as they share the why and the how to lead and implement (and then measure) successful diversity, equity, and inclusion initiatives.

What is DEI?

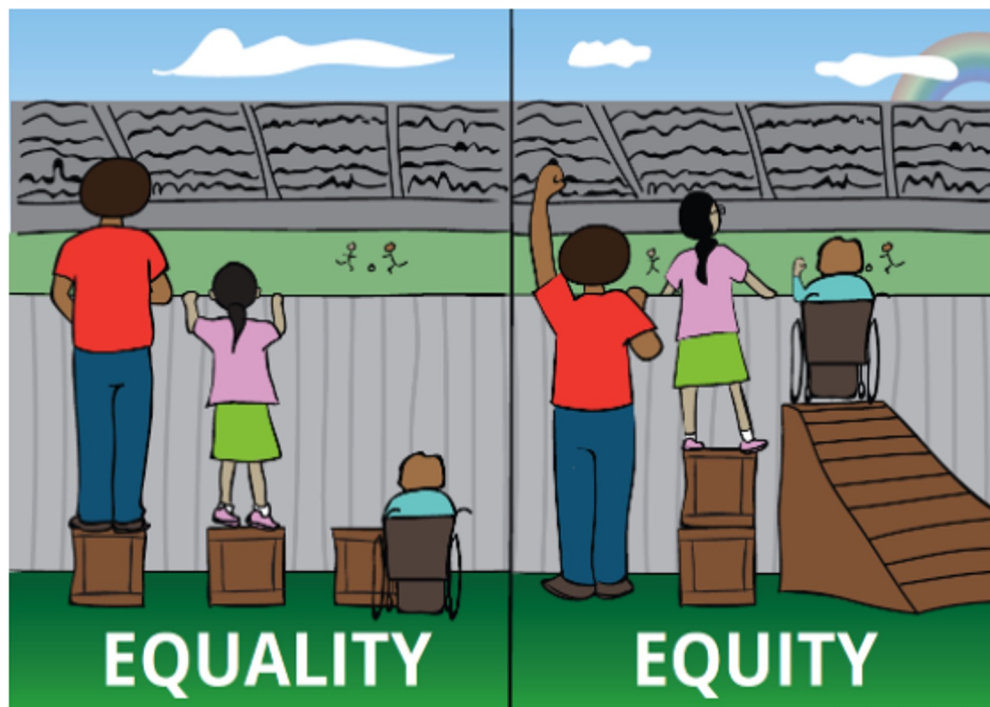


Diversity + Equity + Inclusion



Diversity

Welcoming and representation of different dimensions of diversity.



Equity

Ensuring that all individuals have access to the same opportunities by providing

INCLUSION



Inclusion

Building a work environment where everyone's thoughts, ideas, and perspectives matter and are heard.

Belonging



Belonging is the outcome of diversity, equity, and inclusion. A sense of belonging is felt when people feel accepted, valued, and connected to the company and its community of employees.

GBTA DEI Sub-Committee Structure

AccessAbility, Mental Health & Generational Equality



Projects

- AccessAbility project from Ladders Finalists
- Mental Health in Travel Discussion Paper
- Generational Equality in Travel White Paper

AccessAbility, Mental Health & Generational Equality



GBTA DEI Sub-Committee Structure

Race & Culture, LGBTQ+ & Gender Balance



Projects

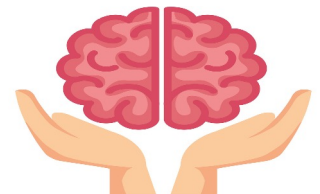
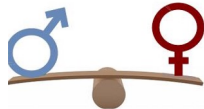
- LGBTQ+ Paper end Ed Session
- WINiT Cooperation
- Generational Equality in Travel White Paper

Race & Culture, LGBTQ+ & Gender Balance



Full Committee Projects

- GBTA Member Survey
- Education Partner
- Industry Standards



Get People Comfortable Being Uncomfortable



Helpful Stats

- 57% of employees want to see their company increase diversity
- 6.6% of all Fortune 500 companies have a woman CEO
- 69% of executives believe that diversity and inclusion are the most critical issues
- Companies with highest percentage of female members in top management sector saw higher returns
- Diverse management boosts revenue by 19%
- Over 90% of CEOs are white men
- Men are 30% more likely to be promoted to a managerial role
- 34% of people believe that male executives are better at risk assessment

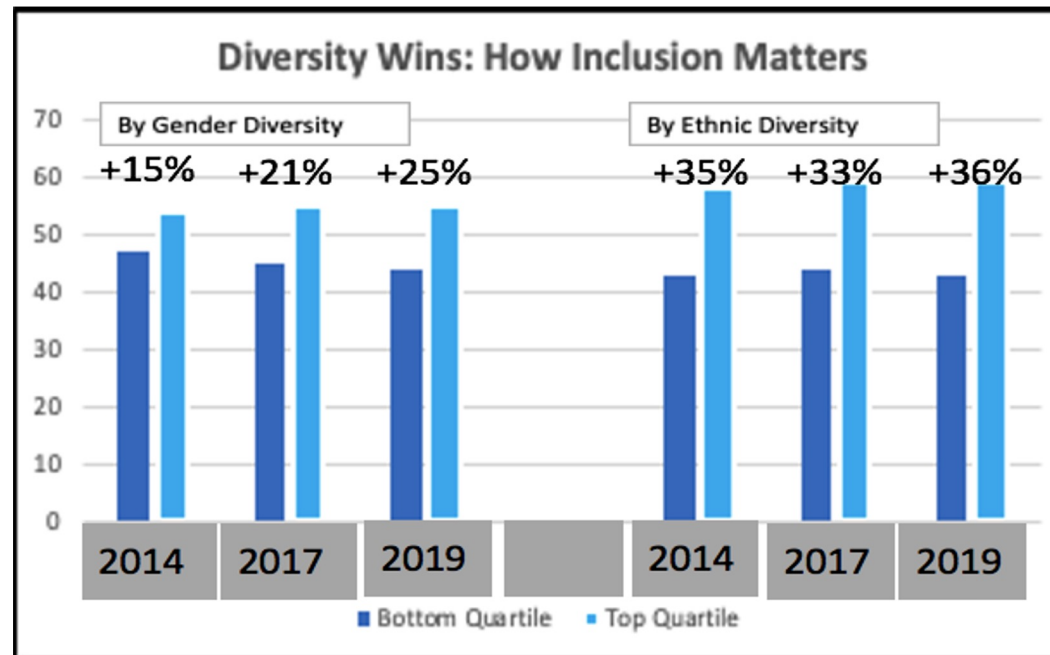
Credit: What To Become blog

Real Proof Example 1

- A. ...the U.S. Securities and Exchange Commission has approved a proposal from Nasdaq to enhance diversity and inclusion in company board rooms. The U.S.- based stock exchange will now require all listed companies to disclose board-level diversity using a standard template, to have at least two directors from underrepresented groups...
- B. “At a minimum, future sustainability and financial success demand representation, equity, and inclusion.”

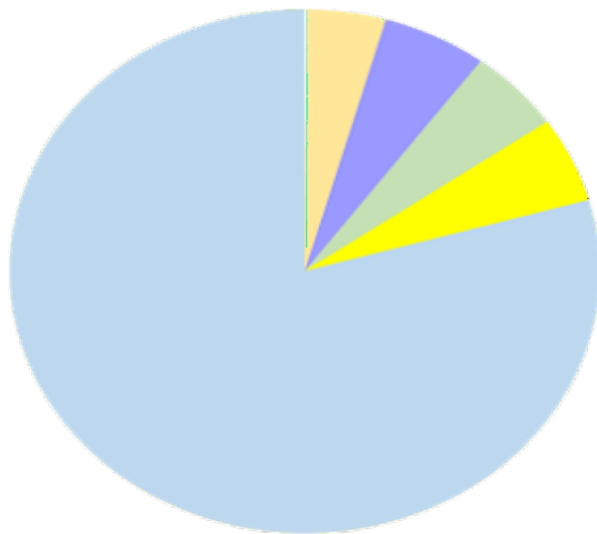
Credit: Harvard Business Review

Real Proof 2 - Likelihood of Financial Performance

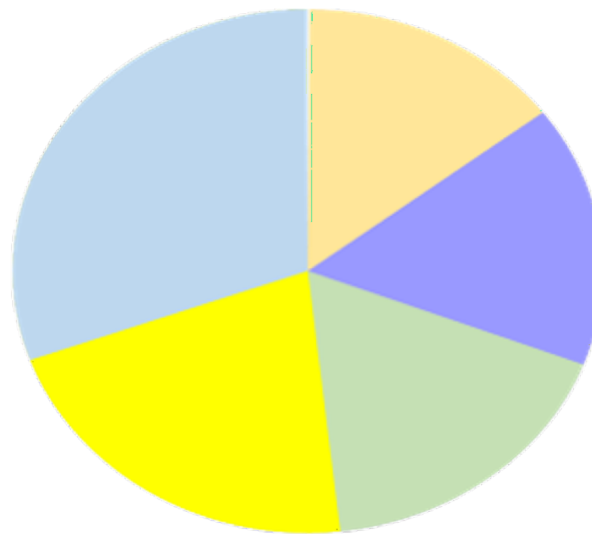


Credit: McKinsey & Company

Are You...



Data-driven



Data-informed



What is Your Path to DEI?

- Decide meaningful measurements to pursue
- Develop a basic internal campaign
- Solicit internal & externally guidance
- Post expected goals and updates on achievements on social media
- Connect the effort to ERGs and Ambassadors
- Seek outside certifications
- Be public in encouraging diversity
- Maintain goals to impact people & philosophy



**It's a
multi-stage
approach**

Why?

- Embedding DEI requires the board to identify meaningful reasons to seek diverse talent.
- Broadening professional circles requires tapping into different networks outside the reach of current board members.
- Going beyond tokenism and symbolism requires updating traditional thinking, adapting ways of being, and seeing value differently.

Credit: Harvard Business Review

Why?

Companies with strong DEI cultures have a competitive edge

- 3X more likely to be high-performing
- 8X more likely to have better business outcomes
- 2X more likely to meet or exceed financial targets
- Attracting and retaining high quality talent
- Other examples

This can be yours – You can make the difference!



Why?

What DEI Qualities Should Buyers Look For in a Tender?

- Guidance to suppliers about tender content
- Include what your company is looking for in a DEI program
- How best a supplier can answer these questions in a tender

Include this and more in your RFPs!



Muchisimas gracias!

Merci bien!

Molto obrigado!

고맙습니다

Thank you!

麻烦您

Asante Sana

תודה רבה

Спасибо!

Grazie mille!

Terima kasih banyak

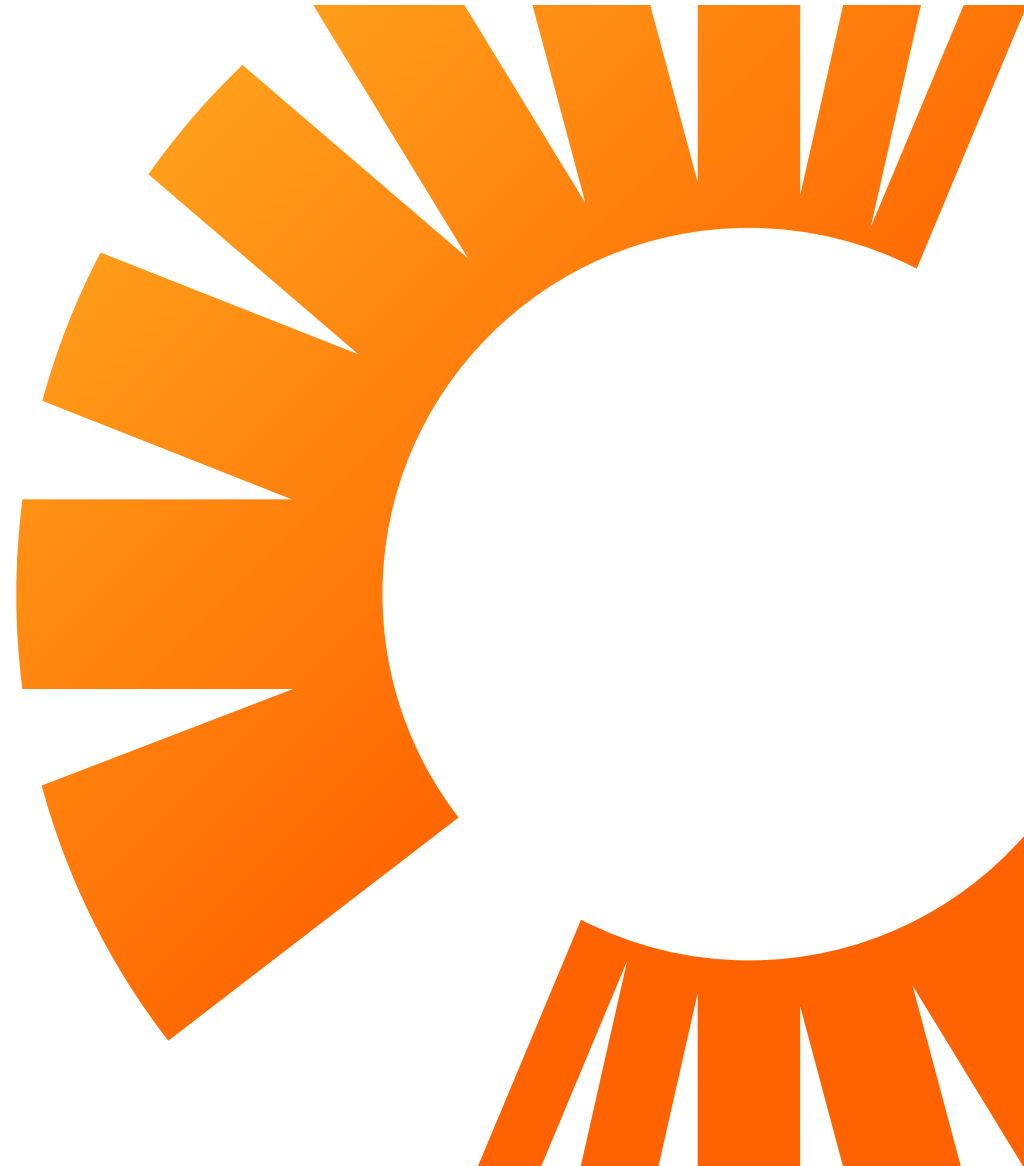
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Moc vám děkuju.

Kiitos paljon

شکرا

Dankie!



CONTACT INFORMATION

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