



Diversity & Inclusion 101 for Startups

WHY CARE? As [Slack](#), [GitHub](#) and [Square](#) prove, embracing diversity results in success.

Data shows that diverse teams lead to greater innovation and better financial returns, see the [Techstars report](#).

To be successful, startups should therefore focus on (1) hiring diverse talent, and (2) creating an inclusive culture early on.



WHAT IS DIVERSITY & INCLUSION? Diversity is what makes us unique. Think race, gender, sexuality, etc.

Inclusion is putting these 'differences' to work and creating a thriving culture. Check out [Project Include](#).

Put best, "Diversity is being invited to the party; inclusion is being asked to dance." [Verna Myers](#)



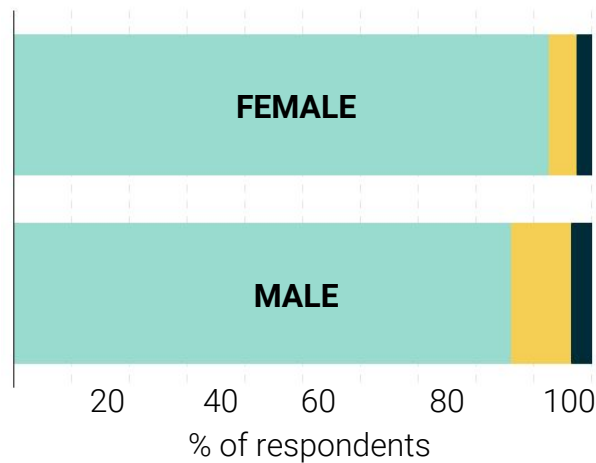
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WHAT ARE THE BENEFITS? Over **700** tech founders worldwide agree that diversity and inclusion helps to; (1) enhance innovation & creativity, **84%**, (2) improve problem solving, **67%** and (3) provides greater access to talent, **63%**.



“Our users are at the core, and we’ve hired a diverse team to reflect our growing customer base” **Sharmadean Reid**.

A diverse team is a benefit to company performance.



BECOME A DIVERSITY & INCLUSION LEADER with a 2 hour GenderIQ workshop and the tools to continue after.

1. Diversity & Inclusion - the basics
2. Finding alternative talent pools for recruitment
3. Tips for writing better Job Ads
4. How to identify and reduce unconscious bias
5. Strategies for a diverse & inclusive workplace



Get in touch now to schedule your GenderIQ Diversity & Inclusion 101 workshop. Workshops are available in German or in English language.

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