
MOST FIRMS RECOGNIZE DIVERSITY'S IMPORTANCE



Many believe that diversity in workforce in an organization leads to increased profits by way of enhanced customer base, diversity in ideas, and new thoughts and innovations. For, example in a survey conducted, 85% believe it leads to understanding their customers better, 75% said they are going to expand their diversity programs. However only 65% actively follow this. This is the result of a survey of executives of top performing 321 companies.

Read the original article here:

[Workplace diversity leads to higher profits: Study](#)

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