

Diversity, Equity and Inclusion for driving competitiveness of business



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Why are Diversity & Inclusion benefits not always available for the firms?



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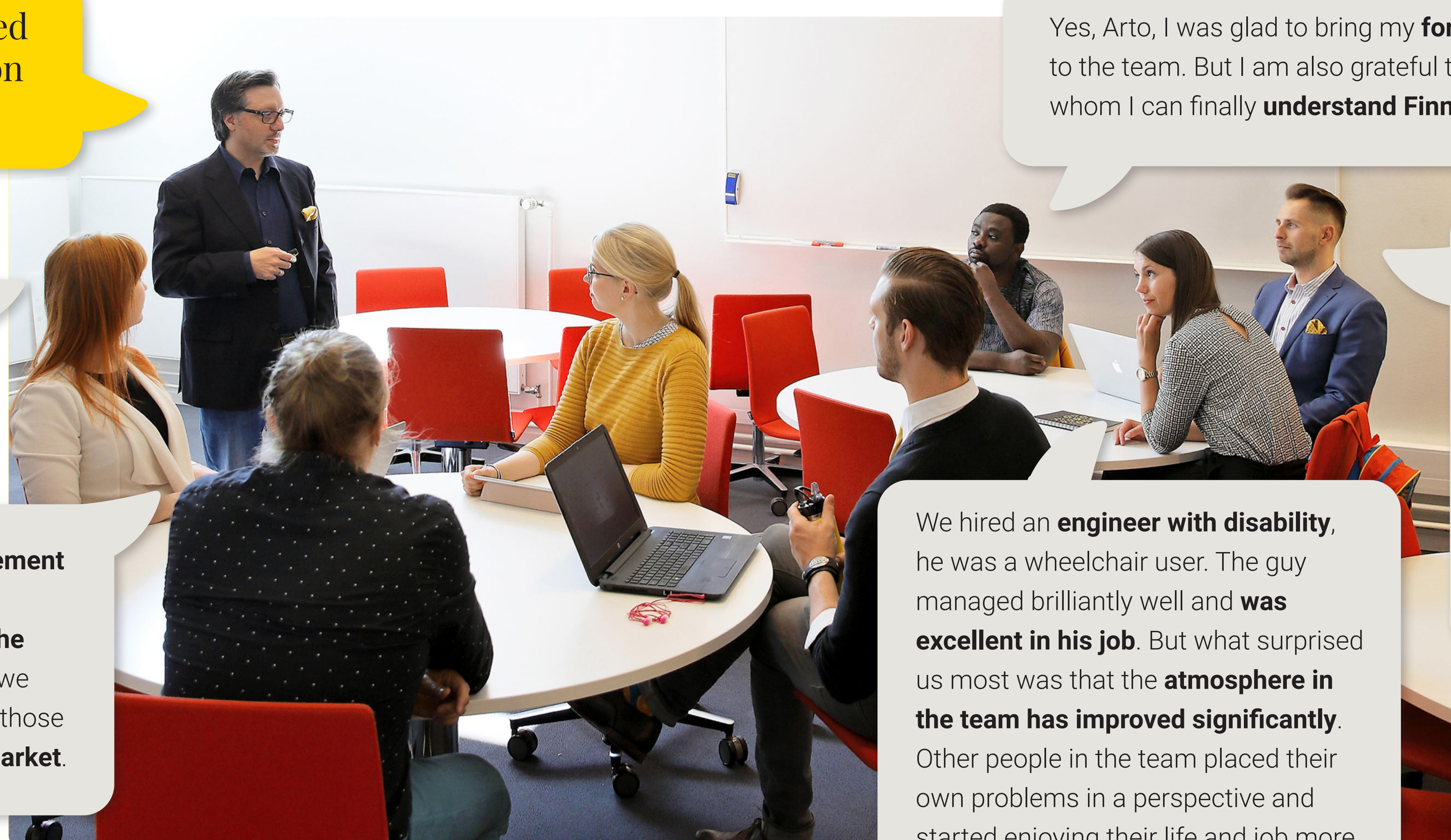


Why does Diversity & Inclusion drive competitiveness of (*energy*) business?

How has your firm benefited from diversity and inclusion beyond legal compliance?

Quality of our decisions has improved when few foreigners and few more **females** joined our management team.

A woman who is **close to the retirement** didn't struggle with the newest technologies, instead, **she taught the team about existing solutions**, so we could filter ideas fast and test only those ideas that were really **new to the market**.



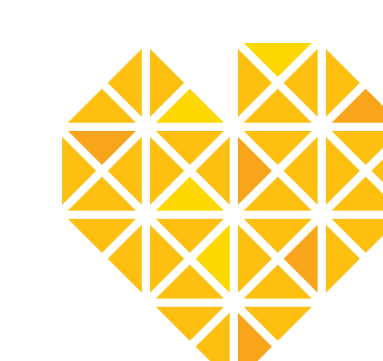
Yes, Arto, I was glad to bring my **foreign language** and market expertise to the team. But I am also grateful to Finnish colleagues because of whom I can finally **understand Finnish culture and language better**.

Since Mohammad joined our team, we managed to **enter new, lucrative markets**. Mohammad could speak some of the foreign languages and understand foreign cultures. This **helped us do the new market research** easier and find good local partners. Isn't it Mohammad?

We hired an **engineer with disability**, he was a wheelchair user. The guy managed brilliantly well and **was excellent in his job**. But what surprised us most was that the **atmosphere in the team has improved significantly**. Other people in the team placed their own problems in a perspective and started enjoying their life and job more.

Project: Strengthening Diversity, Equity, and Inclusion (DEI) in Education and SME Management (DEI4SME)

University of Vaasa, School of Management & InnoLab



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