DIVERSITY AND INCLUSION IN THE U.S MARKET

BRIDGING THE GAP FOR OUR PARTNER CLIENTS IN CHINA
DIVERSITY AND INCLUSION IN THE U.S MARKET

Introduction
In 2020, many companies began focusing their efforts on diverse workforces within their current organizations. From small to mid-sized companies and even large-scale organizations, many employers view diversity as a significant factor during the hiring process. So, why is diversity and inclusion important to your success in the U.S market?

In this whitepaper, you will find evidence of how diverse workforce can improve company's financial growth and company's growth as a whole. Before we get into the diversity discussion. We will give an introduction about ourself.

Our History
Comrise is a global staffing agency established in 1984, with headquarters in Woodbridge, NJ and worldwide divisions in China, Philippines and Malaysia. Comrise, Inc. is a talent acquisition solutions provider specializing in Information Technology and Engineering. We help shape technology-driven workforces through our contingent staffing, permanent placement, and cross-border talent solutions.
Comrise is a diversity owned business that excels at attracting diverse talent for our clients. As a certified Minority Business Enterprise by the New York & New Jersey Minority Supplier Development Council (NMSDC), diversity has been at the foundation of our core values since the company was founded 35 years ago. We have built upon this foundation and continue to do so every day!

Source: Comrise.com. *Diversity is in Our DNA*

- 80% of our Recruiters are bilingual which allows us to more widely source and screen candidates.

- We have locations in the U.S, Philippines, Malaysia and China (including Hong Kong) which gives us a diverse database of candidates to choose from. Our current database exceeds one million candidates.

- Our website and job portal are localized for more than one country, which allows a more diverse group of candidates to self-apply.

- We actively partner with community diversity programs/platforms that look to attract and guide diverse candidates to become part of our applicant pool.

- A larger and more diverse candidate pool results in better quality candidates for our clients.
U.S tech giants like Google and Amazon have structured their organizations to include a diverse workforce within their local and global divisions. As a result, both tech companies have seen success in incorporating ethnic and gender diversity in non-leadership and leadership teams.

In 2019, Amazon reported a gross profit of $280,522 billion dollars and Google with $162 billion dollars. In the next page, you can see the diversity and inclusion data from Amazon and Google as well as the financial benefits. Source: Amazon Diversity and Inclusion Report 2019 and Google Diversity Annual Report 2019.

As an innovative IT and Engineering staffing company, Comrise recognizes the benefits of diversity and inclusion especially within our current organization as well as other leading industries.

Read on to learn more about how a diverse workforce can benefit your business financially.
There are many benefits to diversity in the workplace, especially when it comes to more qualified talent, learning about new cultures, and expanding your business opportunities. However, key benefits companies in the U.S market see significant success with the following:

- Deeper Talent Pool
- Broader Appeal to the Market
- Higher Productivity
- Diverse Culture Reduces "Group Think"

Source: TalentLyft.com, *Top 10 Benefits of Diversity in the Workplace*
In 2019, Amazon's global offices had 42.7% of women employee and 57.3% of men employee. Among manager positions, 27.5% were identify as women and 72.5% as men.

In 2019, Amazon's U.S offices had 15.4% identify as Asian, 26.5% as African American, 18.5% as Hispanic, 1.3% as Native American, 3.6% as two or more races, and 34.7% as White. Among manager positions in the U.S, there were 20.8% identify as Asian, 8.3% as African American, 8.1% as Hispanic, 0.6% as Native American, and 3.0% as two or more races, and 59.3% as white.
In 2019, Google's global offices has 31.6% of women employee and 68.4% of men employee. In the U.S offices there were 39.8% identify as Asian, 3.3% as African American, 5.7% as Hispanic, 0.8% as Native American, and 54.4% as White.

In 2019, Google's leadership representation in the global offices has 26.1% of women employee and 73.9% of men employee. In the U.S leadership representation, there were 28.9% identify as Asian, 2.6% as African American, 3.3% as Hispanic, 0.7% as Native American, and 66.6% as White.
Diverse workforce leads to better company financial performance

The Data Suggests diverse workforce correlates with better financial performance

Likelihood of financial performance above national industry median, %

**Ethnic Diversity**

- Top quartile: +35%
- Bottom quartile

Source: McKinsey Diversity Database

Companies in the top quartile for racial and ethnic diversity are 35 percent more likely to have financial returns above their respective national industry medians.

**Gender Diversity**

- Top quartile: +15%
- Bottom quartile

Source: McKinsey Diversity Database

Companies in the top quartile for gender diversity are 15 percent more likely to have financial returns above their respective national industry medians.
Diverse workforce leads to better company financial performance

Companies in the top quartile for gender and racial and ethnic diversity achieve better financial performance by 25 percent.

As shown in the above’s graphs, companies with a diverse team are more likely to be successful. Diverse teams give companies a competitive advantage in many areas such as greater range of talents, communication skill on a global level, cultural understanding and world perspective in business.
Employment Discrimination laws seek to prevent discrimination based on:

- Race
- Sex
- Sexual orientation
- Religion
- National origins
- Physical disabilities
- Age

U.S Equal Employment Opportunity Commission or EEOC Public Portal
https://publicportal. eeoc.gov/Portal/Login.aspx
- Submit an inquiry online
- Schedule an intake interview
- File a charge

LOCAL: Fair Employment Practices Agencies, or FEPAs
- Employer Responsibilities Under the Law:
- Employment Practices / Policies:
  https://www.eeoc.gov/prohibited-employment-policiespractices (Add data source/citations)
People that come from the same country tend to gather together. What suggestions do you have in preventing group think?

Chris Ciulla, U.S President for Comrise

“One of our core values is Be The Spark, we put them in charge of the idea with a subcommittee with our other team members to see this project through. The requirements: only pick one person with the same cultural background and the rest of the members have to be diverse in the subgroup. This promotes opportunities to welcome new perspectives.”

Zoe Ye, Cross Border Team Lead

“People who come from similar backgrounds it is natural for them to stick to what is familiar. However, this won’t lead to their success personally or professionally. Focus on core values, if you want people to work outside of their comfort zone, get out of their bias. Be open minded to accepting people from different cultural backgrounds.”

Contact Us:

Interested in setting up a one-on-one call with us or having our team co-host a diversity round table for your organization? Reach out to Chris Ciulla or Zoe Ye via LinkedIn, WeChat, or Email for more information.

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