

- According to a 2016 article titled “The Economic Benefits of Gender Parity” in the *Stanford Social Innovation Review*, a study done by the McKinsey Global Institute (MGI) found that equal participation of women in the economy as men would add as much 26% to annual global GDP in 2025, roughly \$28 trillion dollars.
- The same article states that if countries were to match gender diversity progress of neighboring countries, a “best-in-region” scenario, this would add as much \$12 trillion in annual GDP in 2025.
- In a 2017 article titled “The Results Are In: Women Are Great for Business, But Still Getting Pushed Out” in *Forbes* magazine, a study was done in 2015 on 25 firms with the highest percentage of women execs and board members. It found that median returns on assets and equity were at least 74% higher than the overall 400 companies surveyed.
- In a 2018 article published by the *World Economic Forum*, an IMF staff study was cited which found that barriers to women entering the labor force -- including discrimination, and social and cultural factors – are more costly and the benefits of closing the gender gap are even larger than previously suggested by research.
- The article also stated that women and men bring different skills and perspectives to the workplace as well as different attitudes to risk and collaboration. Furthermore, it states that the contribution to growth from improved efficiency is overstated and that a portion of this gain is actually due to increased participation of women over time.
- A Harvard Business Review article titled “Research: When Gender Diversity Makes Firms More Productive”, discusses the conditions necessary for a business to actually experience benefits from gender diversity in the workplace, as some studies were shown to conflict with positive outcomes of gender diversity in the workplace.
- It cites research by Hewlett, Marshall, and Sherbin, which showed that innovation increased in the presence of leaders with diverse experiences and backgrounds. Diversity in leadership in turn creates an environment where new creative ideas can be considered. The research also showed that diverse teams were more likely to have more common experience with end users, which improved the usability of the product.
- The HBR article also states that sociological research shows that investors value when firms use “best practices”, for example the hiring of diverse groups. The article also states that research demonstrates that investors value diverse companies more highly when the investor is in an area where gender diversity is accepted.
- The article stated that beliefs about and attitudes towards gender diversity affected whether a particular industry or society experienced the benefits of gender diversity in the workplace. It stated that positive effects of diversity were seen in societies and industries with normative acceptance of working women but this was not the case where there was only regulatory support. Normative acceptance exists when there is a strong cultural and legal structures in place that are favorable to women in the workplace.
- The article states: “The data suggests that for diversity to work, workers have to buy into the value of diversity, not just hear some rules about it. Diversity creates positive benefits when people believe in its intrinsic value. They can’t just see gender inclusion as an obligation.”
- The article states 3 reasons why opinions about how diversity can be beneficial can determine if and how diversity benefits the workplace:

- 1) A workforce that is already diverse signals an attractive work environment for talent. In a survey the job site Glassdoor found that 67% of all jobseekers look at workforce diversity when evaluating an offer. Also, 61% of women consider the gender diversity of the leadership team when deciding where to work. Top female candidates especially look at the gender diversity of the employer's leadership team
- 2) As mentioned earlier, innovation increased and diverse idea exchange increase in the presence of diverse leadership. This diversity only works in the presence of psychological safety. Research has found that people were only likely to participate in exchanging unique ideas if they felt comfortable enough to speak up. Other studies also supported the idea that idea generation is very much dependent on psychological safety.
- 3) A diverse workforce indicates a more capable management to investors. Sociological research of market valuations indicates the investors penalize those firms that break "best practices". These practices include hiring of diverse groups. They also value when firms practice these commonly-accepted norms. This encourages a diverse workforce and those firms tend to wreck the benefits of such diversity due to the positive attitude from investors.