



# The Marathon Continues

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Why DEI is Worth the Uphill Climb

KEYNOTE SPEAKER | STRATEGIST | AUTHOR



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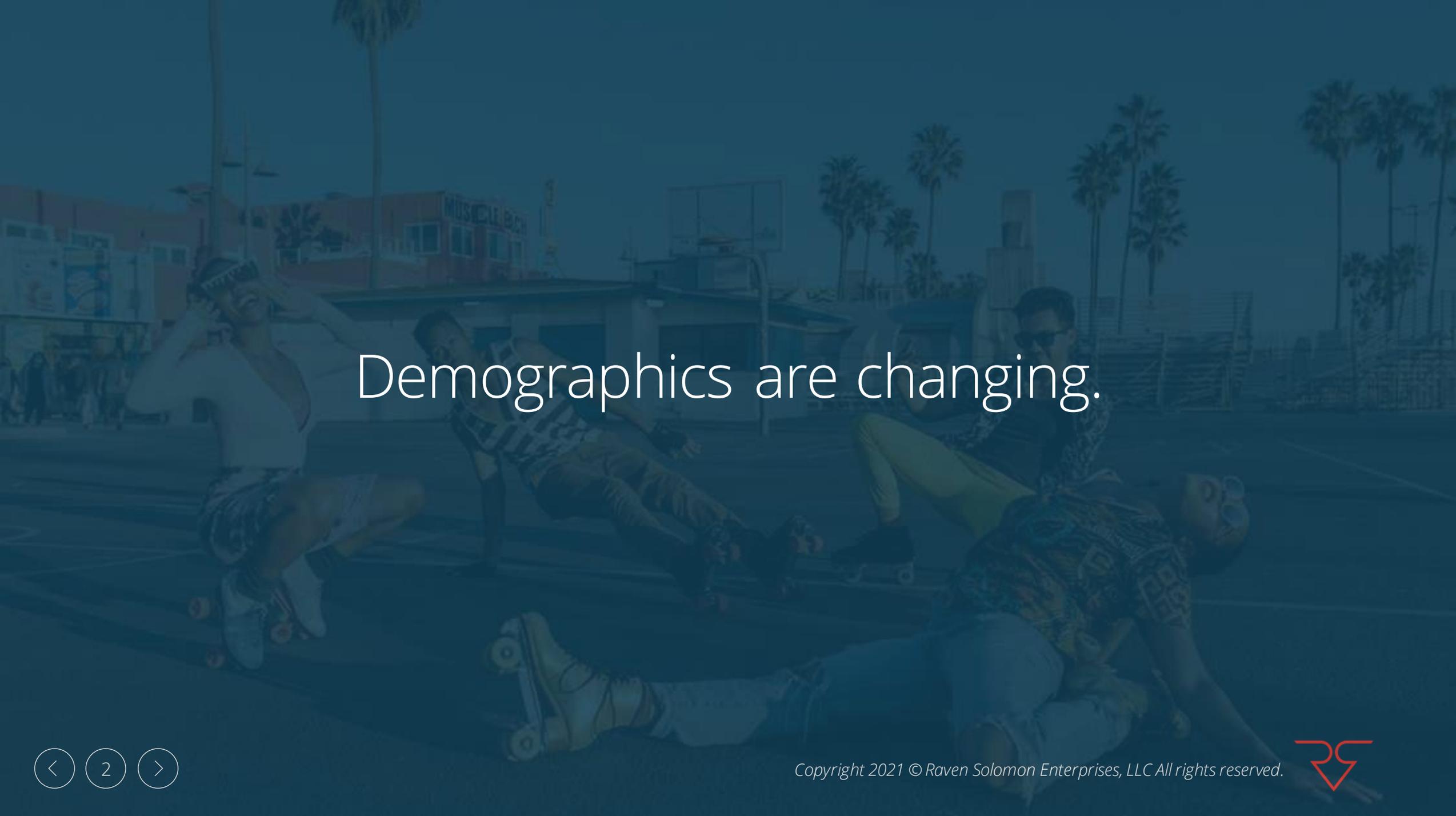
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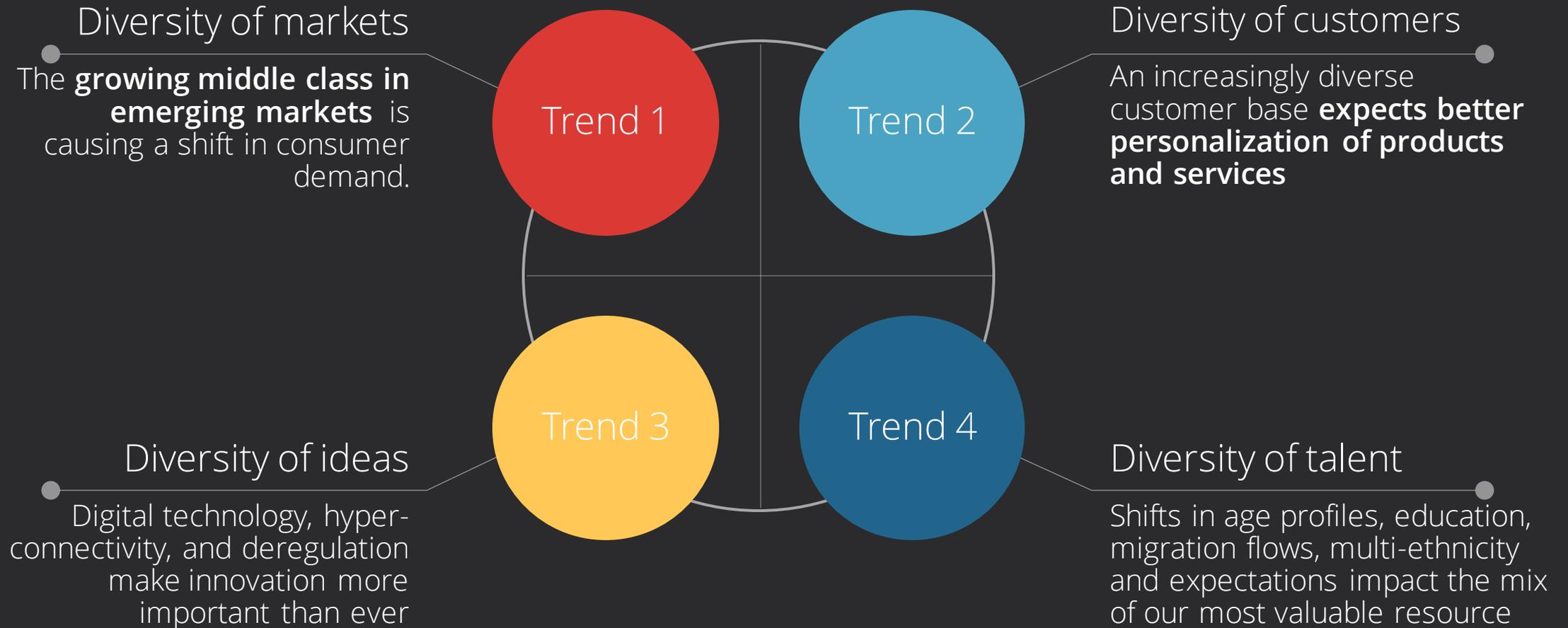
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Demographics are changing.



# These Mega Trends are reshaping the environment and influencing business priorities



# Top 5 Emerging Markets



# LIVING GENERATIONS

**The Greatest Generation**

Born before 1925

Age 100 and older



**Baby Boomers**

Born between 1946 & 1964

Ages 60 to 78



**Millennials**

Born between 1980 & 1995

Ages 29 to 44



**Traditionalists (Silent Generation)**

Born between 1925 & 1945

Ages 79 to 99



**Gen X**

Born between 1965 & 1979

Ages 45 to 59



**Gen Z**

Born between 1996 & 2012

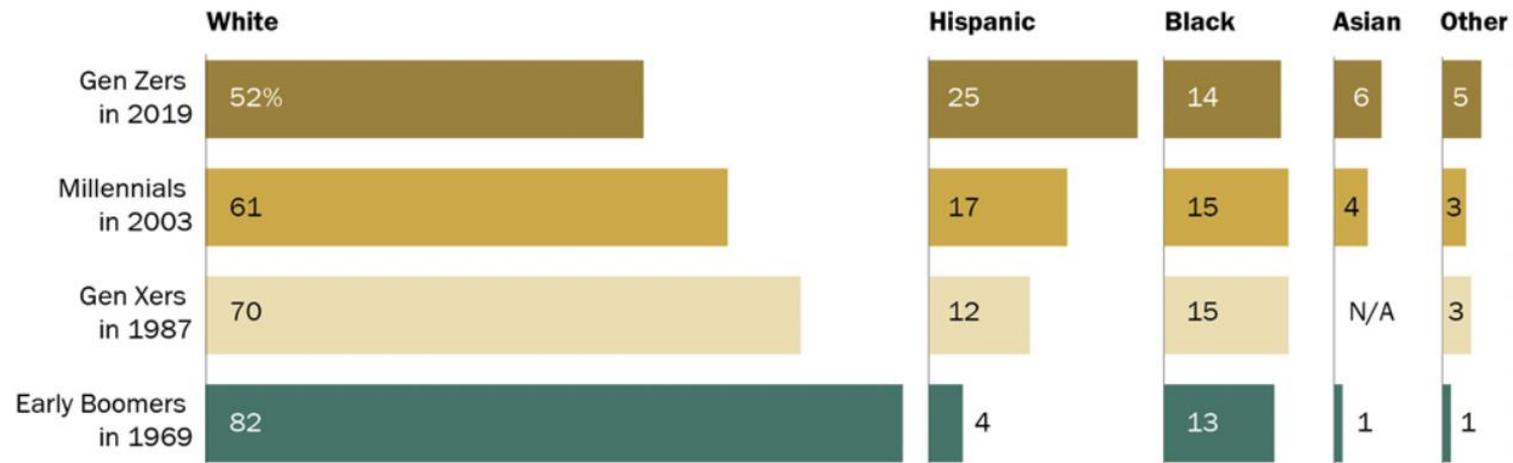
Ages 12 to 28



# The U.S. is growing more diverse

## One-in-four members of Gen Z are Hispanic

% of 7- to 22-year-olds who are ...



Note: Figures may not add to 100% due to rounding. Racial groups include only single-race non-Hispanics. Hispanics are of any race. Asians include Pacific Islanders. The CPS did not separately identify Asians until 1988. Hispanic origin was not collected until 1971. The racial and ethnic composition of Boomers in 1969 was imputed on the basis of 8- to 23-year-olds in the 1970 census.

Source: Pew Research Center analysis of 1987, 2003 and 2019 Current Population Survey Annual Social and Economic Supplements and 1970 decennial census (IPUMS).

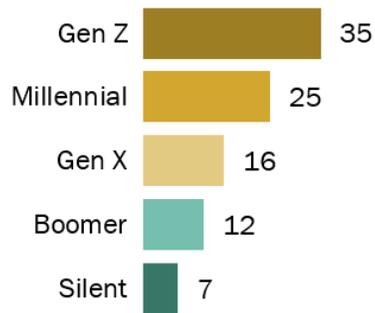
“On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far”

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## Gen Z more familiar with gender-neutral pronouns

% saying they personally know someone who prefers that others refer to them using gender-neutral pronouns



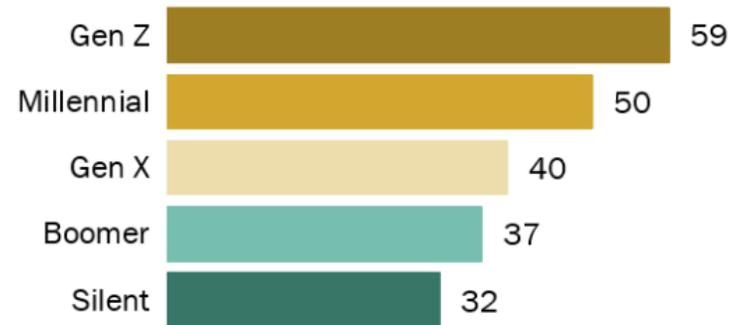
Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.

"Generation Z Looks a Lot Like Millennials on Key Social and Political Issues"

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## About six-in-ten Gen Zers say forms should offer other gender options

% saying that when a form or online profile asks about a person's gender it should include options other than 'man' and 'woman'



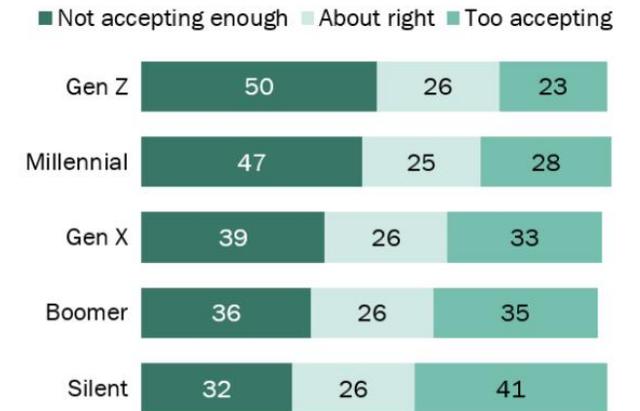
Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.

"Generation Z Looks a Lot Like Millennials on Key Social and Political Issues"

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## About half of Gen Zers, Millennials say society isn't accepting enough of people who don't identify as a man or woman

% saying that society is \_\_\_ of people who don't identify as either a man or a woman



Note: Share of respondents who didn't offer an answer not shown. Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.

"Generation Z Looks a Lot Like Millennials on Key Social and Political Issues"

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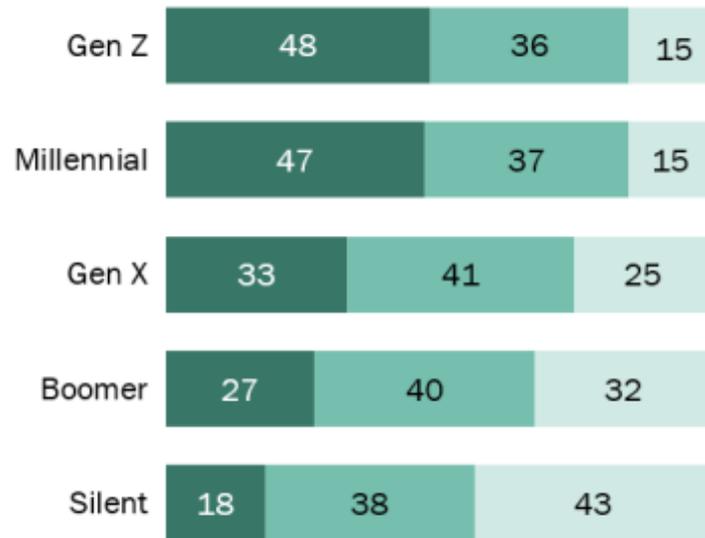


# Gen Z is more likely to approve same-sex marriage and interracial marriage

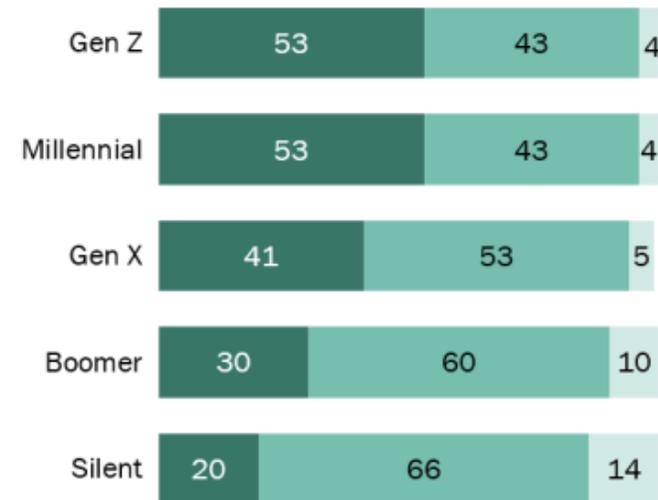
## About half of Gen Zers and Millennials say same-sex marriage, interracial marriage are good for society

% saying gay and lesbian couples being allowed to marry is a \_\_\_\_ for our society

■ Good thing ■ Doesn't make a difference ■ Bad thing



% saying people of different races marrying each other is a \_\_\_\_ for our society



Note: Share of respondents who didn't offer an answer not shown.  
 Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.

"Generation Z Looks a Lot Like Millennials on Key Social and Political Issues"

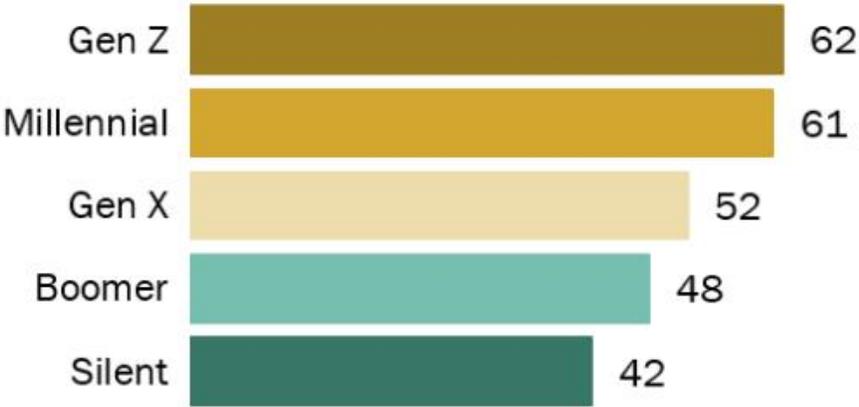
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# Younger generations see increased diversity as good for society

*% saying increasing racial and ethnic diversity is a good thing for our society*



Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.

“Generation Z Looks a Lot Like Millennials on Key Social and Political Issues”

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51%<sup>of</sup>

GEN Z

say they respect a company more if they support racial equality

77%<sup>of</sup>

GEN Z workers

said a company's level of diversity affects their decision to work there

GEN Z

Is willing to spend

30%

on the same item when the company or brand supports a social cause important to them.

GEN Z has

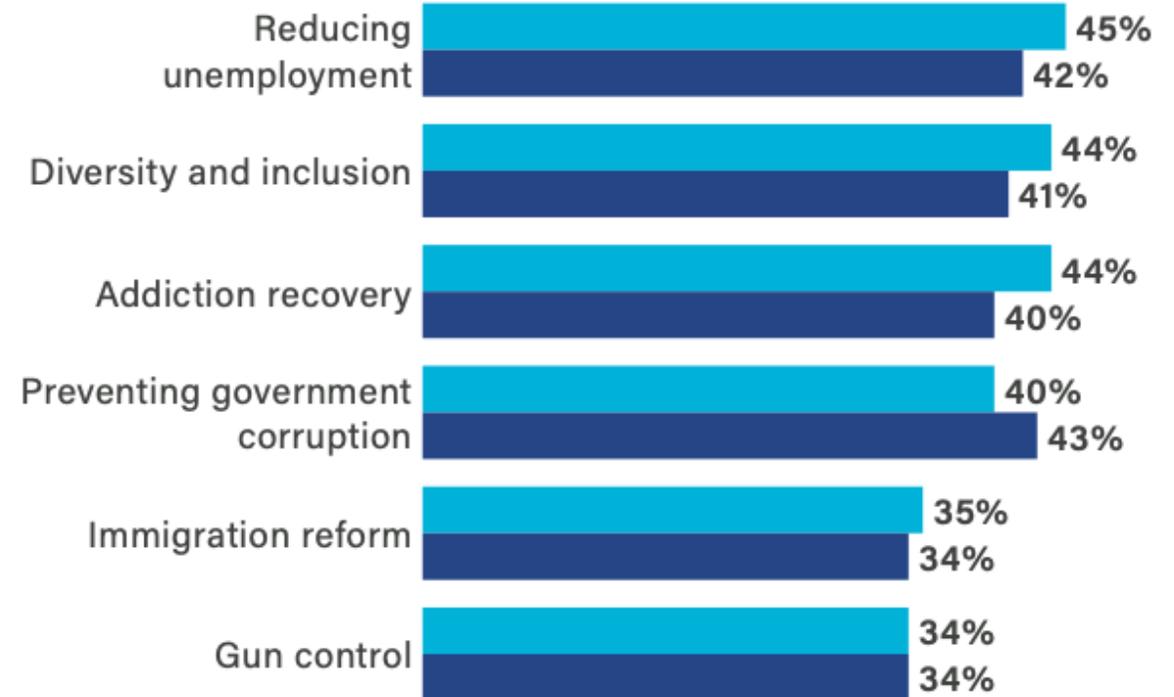
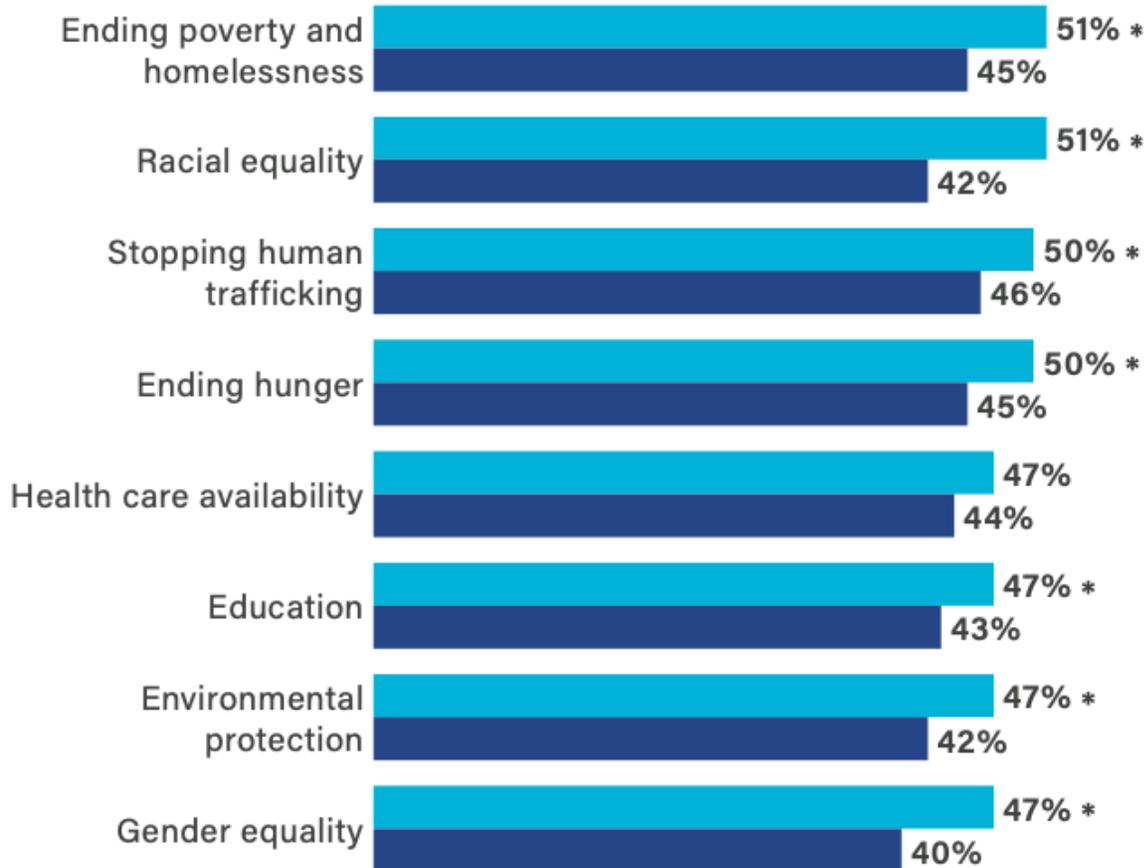
\$143

billion

in buying power



# Respect a Company More That Supports Each Cause



\* represents a statistically significant difference at the 95% confidence level

■ Gen Z  
■ Millennials



SO, WHAT DO YOU DO?



REACT < RESPOND



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# SPEAK TRUTH TO POWER



# CHALLENGING THE NARRATIVE

"DEI is divisive and reverse discrimination?"

"Really? How so?"

"Wokeism is taking over!"

"Do you know what woke really means?"

"DEI is too risky. We should dial back."

"How might this impact already underrepresented communities in our company?"

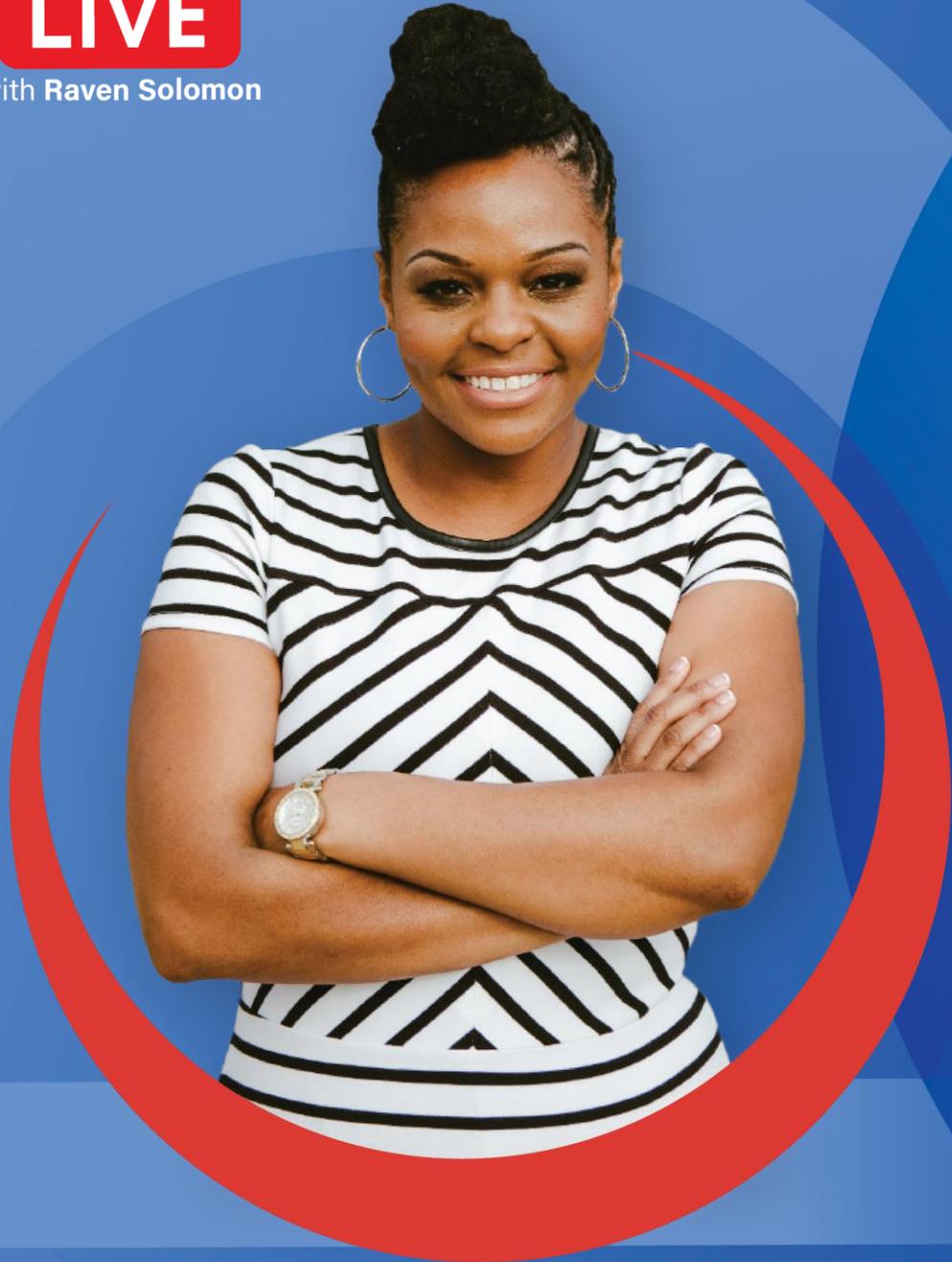
"What might be the long-term impact of this?"

Any vague comment about DEI

"Say more about that."

**LIVE**

with Raven Solomon



LinkedIn

# THE DEI ER

Collaborative community gatherings for DEI enthusiasts, advocates, professionals and practitioners.



Scan the QR code to participate in the next DEI ER event!

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# TAKE MEANINGFUL ALLYSHIP ACTIONS





# Workplace Allyship Actions

- 1 Mentoring or sponsoring
- 2 Advocating for new opportunities for them
- 3 Actively confronting discrimination or isms against them
- 4 Publicly acknowledging their ideas
- 5 Educating oneself about their experiences

Source: [Leanin.org](https://leanin.org)

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# Workplace Allyship Actions

- 10% Mentoring or sponsoring
- 21% Advocating for new opportunities for them
- 39% Actively confronting discrimination or isms against them
- 43% Publicly acknowledging their ideas
- 45% Educating oneself about their experiences

Source: [Leanin.org](https://leanin.org)

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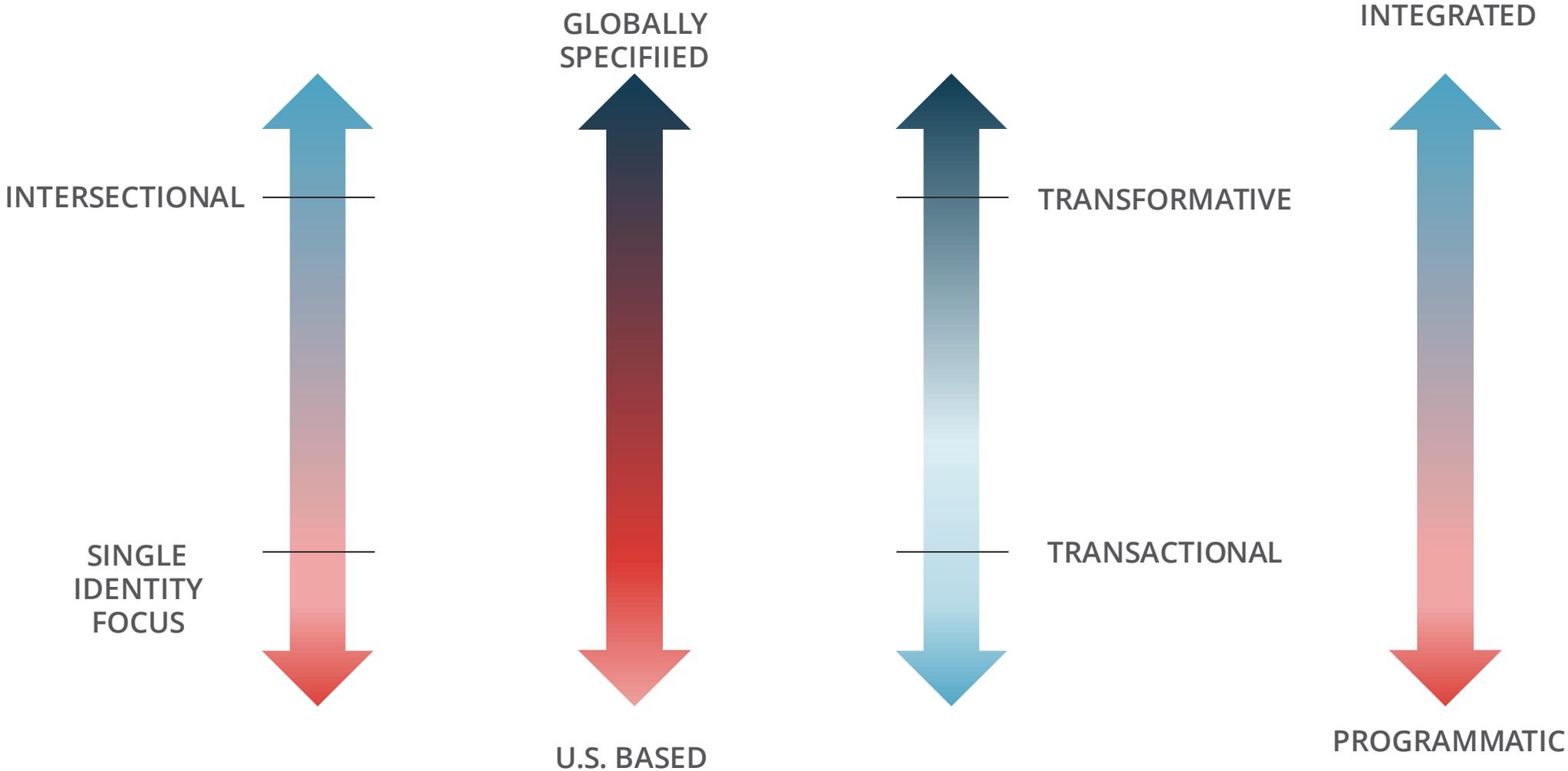
# CONTINUE THE WORK





DEI  
work is  
MATURING

# Maturation of DEI Work



# Thank you



RAVEN SOLOMON



Let's stay connected.



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