



2024 Q3 TREND REPORT



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WELCOME

Dear DEI Leaders,

I hope this message finds you well. As we approach year-end, I want to express my heartfelt appreciation for each of your unwavering commitment to driving meaningful change and fostering inclusion within our organizations and communities.

The Q3 DEI Trend Report has been finalized, and I'm thrilled to share key highlights that reflect the progress, challenges, and emerging opportunities in our shared mission. This quarter's insights emphasize:

- **Evolving Workforce Dynamics: Building an inclusive talent ecosystem, DEI/HR Alignment**
- **Employee Well-Being and Intersectionality: Increasing importance of addressing mental health through an intersectional lens, ensuring every individual feels supported and valued.**
- **Women in the Workplace 2024: Trends, Challenges and Opportunities**

The report identifies trends and offers actionable strategies to guide your efforts, such as enhancing accessibility practices, refining inclusive hiring frameworks, and measuring the tangible impact of DEI initiatives.

As thought leaders in this space, I encourage you to review the report, reflect on these insights, and continue to share your unique perspectives and innovations with our broader DEI community. Together, we can ensure that our efforts are impactful and sustainable in the long term.

Thank you for your leadership and dedication. If you have any questions about the report or wish to discuss how these trends might influence your strategies, please do not hesitate to reach out.

Let's continue to build on this momentum and champion a workplace culture where everyone truly belongs.

MICHAEL BAPTISTE
VP, DEI



TRENDS



Three Questions HR Wants to Ask About DEI – And Three Things DEI Leaders Want HR to Know



“Between 2017 and 2021, there was a nearly [60 percent increase in companies](#) reporting access to diversity, equity, and inclusion (DEI) programs. This rapid growth often placed HR leaders at the forefront of managing DEI efforts, often without specialized training or prior experience. Such a dramatic shift has left many HR leaders like you grappling with uncertainties and questions—questions you may be hesitant to ask, fearing that admitting uncertainty might undermine this important work or even challenge your own credibility.”

Read full post from Seramount [here](#).

From Workplace to Marketplace: DEI and the Future of the Customer



“Rapidly changing customers present both challenges and opportunities for DEI leaders and their businesses. B2C, B2B, and nonprofits alike can prosper by adapting their products, services, and experiences to engage the customer of the future—whether that’s a patient, client, shopper, or consumer.

This research explores best practices for expanding DEI’s impact by integrating customer-centric DEI across your organization to create a more inclusive ecosystem that directly impacts your bottom line. To begin understanding the story of DEI and the customer of the future, it’s imperative to think deeply about changing demographics and preferences.”

Read full post from Seramount [here](#).

Three Key Strategies to Build an Inclusive Talent Ecosystem



“Despite mixed rhetoric across media channels, the importance of inclusivity in the workplace remains unquestionable. Why? Because inclusive practices aren’t just the right thing to do—they drive tangible business benefits.

Research consistently shows that companies with diverse leadership teams, including women and underrepresented talent, are [significantly more likely to achieve above-average profitability](#). This inclusivity premium has only grown over time, [boosting retention](#), [enhancing workplace dynamics](#), and [improving innovation](#).”

Read the full post from Seramount [here](#).

How To Be A Better Ally To Neurodivergent Colleagues



“There are many types of neurodivergence. From major depressive disorder to generalized anxiety disorder, there are plenty of Americans who are neurodivergent. For example, one in five American adults are [neurodivergent](#). And yet statistics about neurodivergence are rarely mentioned in DEI training, programs, and overall efforts. Professionals across several industries tend to limit [DEI conversations](#) to racial inclusion and gender equality. But that isn’t the case on LinkedIn, which has a large community of neurodivergent professionals. Type in the word neurodivergent into the search bar on LinkedIn and countless profiles of neurodivergent people and advocates will come up.”

Read full article from a Forbes contributor [here](#).



DATA POINTS

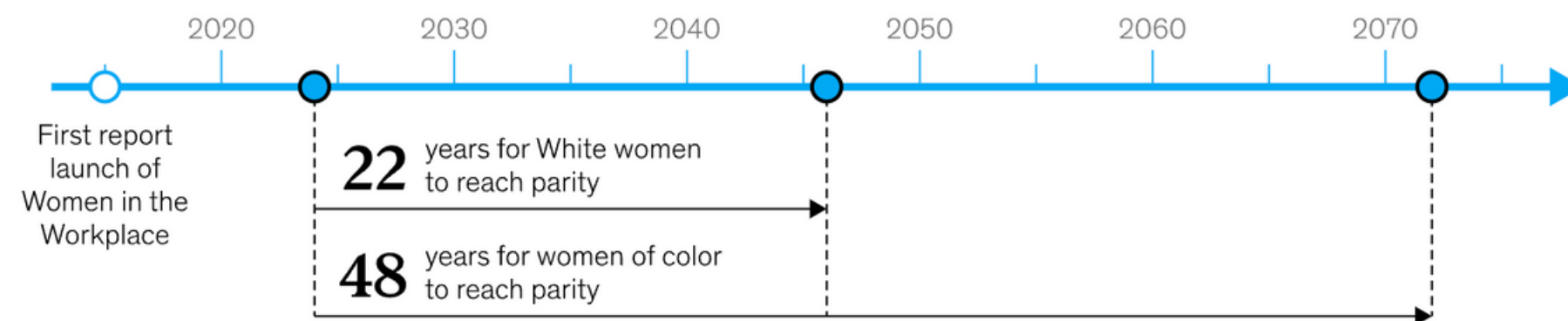


Women in the Workplace 2024: The 10th-Anniversary Report

Exhibit 4

It will take nearly 50 years to achieve gender parity for all women.

Projections of time to reach parity¹



¹Parity is defined as the representation of all women in senior vice president and C-suite roles based on workforce representation trends in the US Census, the current representation of women in entry-level roles, and the assumption that the pipeline and growing population of diverse women will attribute to greater representation of women at senior levels in future. This is 25% of total representation each for White women and women of color, respectively. Source: *Women in the Workplace 2024*, McKinsey & Company and LeanIn.Org

McKinsey & Company

“At the current pace of progress, it would take 22 years for white women to reach parity—and it would take more than twice as long for women of color (Exhibit 4). Put another way, it would take 48 years for the representation of White women and women of color in senior leadership to reflect their share of the US population; this is true parity for all women.

To achieve this, companies will need to maintain their current rate of progress, which means addressing weak spots in their pipelines: by finally fixing the broken rung, investing more resources in developing women leaders, and holding themselves accountable for more substantive progress in senior-leadership roles.”

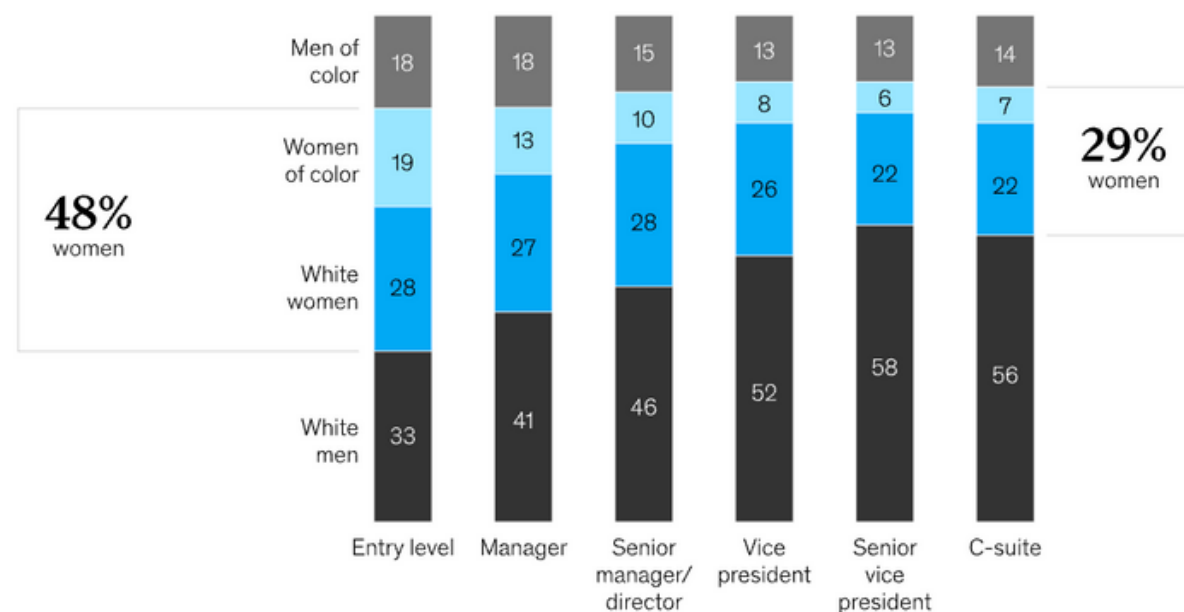
Reference: <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/women-in-the-workplace#/>

Women in the Workplace 2024: The 10th-Anniversary Report

Exhibit 2

Women remain underrepresented at every stage of the corporate pipeline, regardless of race and ethnicity.

Representation in corporate role, by gender and race, % of employees



Total women, 2024	48	39	37	34	29	29
Total women, 2020	47	38	33	29	28	21
Total women, 2015	45	37	32	27	23	17

Note: Figures may not sum to 100%, because of rounding. Total percent of women per level may not sum to overall corporate pipeline totals, because overall figures do not include employees with unreported race data.
Source: Women in the Workplace 2024, McKinsey & Company and LeanIn.Org

McKinsey & Company

“The corporate pipeline is not as healthy as the numbers suggest. Women remain underrepresented across the pipeline, a gender gap that persists regardless of race and ethnicity (Exhibit 2). Simply put, men outnumber women at every level.”

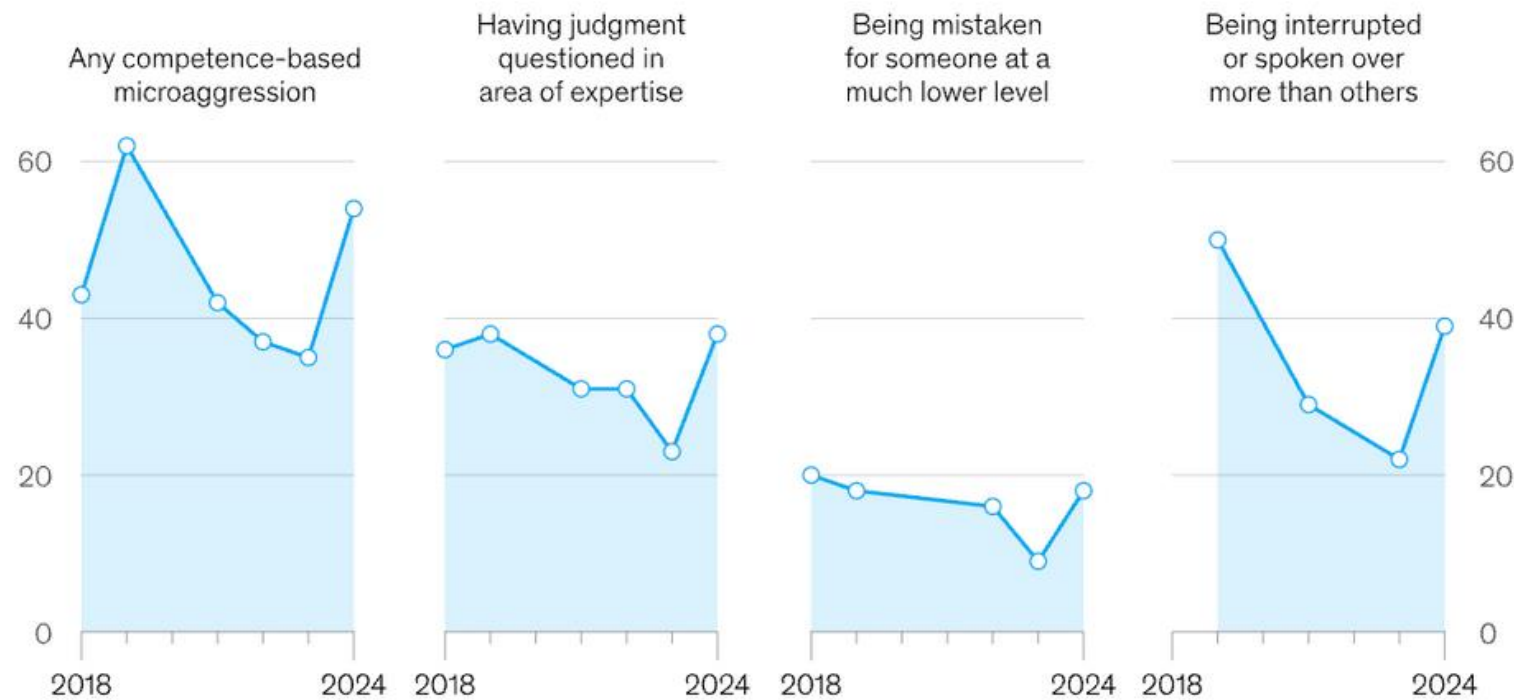
Reference: <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/women-in-the-workplace#/>

Women in the Workplace 2024: The 10th-Anniversary Report

Exhibit 6

Despite efforts, competence-based microaggressions have persisted from 2018 to 2024.

Share of women who report experiencing microaggressions, %



Source: Women in the Workplace 2024, McKinsey & Company and LeanIn.Org

McKinsey & Company

“Microaggressions take a heavy toll. Women who experience them are more likely to feel burned out and to consider quitting their jobs and less likely to view their workplaces as equitable. By leaving microaggressions unchecked, companies risk losing talented employees and missing out on everything these women have to offer.

At the same time, inequity persists in the home as well. Four in ten women with partners say they are responsible for most or all of the household work, a number that has grown since 2016. By contrast, far more men over the same period say they share household responsibilities equally with partners, suggesting a growing gap in how women and men perceive their contributions at home. On top of this, younger women report doing the same amount of housework as older women, which also signals a lack of progress.”

Reference: <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/women-in-the-workplace#/>

Recommendations for companies:

The next phase of work will require a bigger playbook

“The next phase of change will require even more tenacity, creativity, and optimism, which starts with companies rekindling their commitments to equity and fairness that have gotten us this far. For senior leaders, this means continuing to champion this important work and challenging themselves and their organizations to do better.

For most companies, this will require implementing more effective practices to help women advance. Our best practices checklist, developed after examining the adoption of key policies and practices and their links to better outcomes for all women, can help organizations identify gaps in their current offerings and opportunities to push further—as the companies making the biggest strides in advancing women have already done.

The research from this year and the past ten underscores the value of companies’ commitments to change. While women have made progress in some areas, there is still much work to do to create an inclusive and equitable workplace experience for everyone. Gender parity continues to be a long-term goal, but one that is achievable through an expanded playbook and greater involvement and buy-in from employees across the organization. Progress also begets progress. Celebrating the wins, even small ones, can help generate enthusiasm and build momentum throughout a company—and make a meaningful difference for all women at work.”





AARE UPDATE





Problem Statement: Black entrepreneurs face systemic obstacles to success that limit their access to networks, capital, knowledge, and customers.

Out of the total number of employer firms in metro Atlanta, 6.7% percent are Black-owned. However, Black-owned businesses face numerous obstacles in elevating and growing their businesses due to limited access to important resources and capital:

- ❑ Black-owned businesses are valued at up to 11 times less than white-owned businesses (\$58,085 compared to \$658,264).
- ❑ Discriminatory lending practices against Black applicants and borrowers affect access to capital.
- ❑ Black-owned businesses have been disproportionately impacted by the COVID-19 pandemic.

KPIs include:

-  • Achieve full adoption of formal supplier diversity programs among our Fortune 1000 companies
-  • Increase the share of Black-owned employer businesses in metro Atlanta
- Increase access to capital for Black founders
- Increase the share of venture-backed metro Atlanta-based companies with Black founders

Source <https://www.atracialequity.com/reporting>

Key Focus Area #2: Inclusive Economic Development

Strengths

- Some organizations have established supplier diversity programs to promote racial equity.
- Roughly 37% of respondents have a formal supplier diversity program, and 11% have established a supplier diversity program in the last 12 months.
- Notably, of organizations that have a supplier diversity program, 79% have had their program for 5 years or more, indicating that this metric may be sustainable for some organizations.

Opportunities

- 53% of organizations do not currently have a formal supplier diversity program.
- Although tracking the indicators of inclusive economic development was reported at a higher rate on this year's survey compared to 2022, there is still room for improvement.
- Only 26% of respondents track the year-over-year growth rates of underrepresented suppliers.
- Only 24% monitor supplier diversity metrics for Black-owned businesses, and just 6% track underrepresented suppliers by revenue class.



COMPANY DEI BEST PRACTICES





[Home Depot's Rollout Of Apple Pay Reminds Apple Pay, Accessibility Are One](#)



[Google Announces Accessibility Features, Android 15 Release Details](#)



*Inside Chase's Efforts To Embrace Accessibility
And 'Be The Bank For Everyone'*



*Atlanta Falcons QB teams with Newell,
Boys and Girls Clubs to inspire kids*



HERITAGE
MONTH/DIVERSITY DAY
ACKNOWLEDGEMENT



Past Heritage Month/Diversity Day Acknowledgement

July

- Disability PRIDE Month
- Nelson Mandela International Day
- Black Women's Equal Pay Day

August

- International Day of the World's Indigenous Peoples
- Raksha Bandham
- International Day for the Remembrance of the Slave Trade and its Abolition
- Women's Equality Day

September

- Hispanic/Latino Heritage Month
- Intergenerational Month
- Labor Day
- Native American Day

October

- Global Diversity Awareness Month
- LGBTQ+ History Month
- National Disability Employment Awareness Month
- World Mental Health Day
- National Indigenous Peoples Day
- Rosh Hashanah/Yom Kippur

November

- National Family Caregivers Month
- National Native American Heritage Month
- Diwali
- Veterans Day
- Transgender Day of Remembrance

Upcoming Heritage Months/Diversity Days

December

- International Human Rights Day
- Yule Winter Solstice
- Christmas Day
- Hanukkah
- Kwanzaa

METRO
ATLANTA
CHAMBER

