



# Going for Gold

## The Business Case for Diversity



Partnering with



World Federation of United Nations Associations



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## Meeting TODAY'S demands



**Objective: Target and reach immigrant groups**

**Challenge:**

- Create trust and credibility with the target group
- Create products that meets the customers needs
- Make the products understandable

**Activity: The Multilingual Customer Service**

**Result:**

- Immediate positive result in increased sale figures
- Folksam tied the diversity work directly to their business development strategies





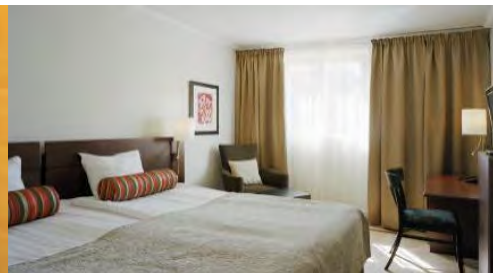
**Objective:** Increase the number of guests with disabilities.

**Challenge:** Disability Ambassador Magnus Berglund mapped the needs of investment and training, for the hotels to be able to meet the needs of the very diverse target group.

**Activity:** Investment in disability aids, accessibility technology and staff training

**Result:**

- Investments paid off by a wide margin in the first year
- Reached a new group of customers
- Plenty off spin-off effects





## Innovation needs diversity

### Workplace Diversity



Ron Glover, Chief  
Diversity Officer

***“Innovation is about looking at complex problems and bringing new views to the table. Diversity has allowed IBM to be innovative and successful for 100 years and to work across lines of differences in 172 countries, amongst 427,000 employees.”***

- Critical to innovation – IBM is aiming for another 100 years
- Mirroring their market – IBM says “our clients are as diverse as our employees”
- Necessary to manage five generations in the workplace.





Bill Gates, Founder

***“The collaborative energy that is created when talented people from different backgrounds come together has helped fuel Microsoft's success for more than 30 years. We recognize that it's more important than ever to honor diversity, both inside Microsoft and in the communities where we live and work.”***

- Microsoft works with a holistic diversity perspective
- Solely on Supplier Diversity, they invested \$1 900 000 000 during 2013







Client Inclusion   
Workplace Diversity   
Inclusive Brand

**Siamo aperti  
a tutte le famiglie.**

**IKEA  
FAMILY**



Noi di IKEA la pensiamo proprio come voi: la famiglia è la cosa più importante. Ed è per questo che abbiamo pensato alla carta IKEA FAMILY con tanti vantaggi, offerte e tutto il bello di entrare a far parte della grande famiglia IKEA. Diventare soci è facile e gratuito e potete farlo online o in negozio. Vedrete: da noi vi sentirete a casa. Perché quello che cerchiamo di fare è rendere più comoda la vita di ogni persona, di ogni famiglia e di ogni coppia, qualunque essa sia.

**Ora IKEA è a Catania. Siamo vicini, di casa.**

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***”DIVERSITY is about all the characteristics, features and qualities that make each of us unique .***

***INCLUSION is about how we make best use of the diversity.  
The TOOL!***

***There is a difference between counting numbers and making the numbers count.”***





***“Wouldn’t it be nice to be respected and admired as a CEO who values the benefits of diversity rather than a CEO criticized for the board’s lack thereof?”***

**Mike Myatt,  
Forbes**

