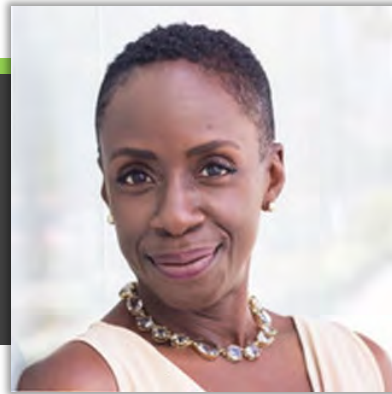


Paying It Forward

Mentoring, Guiding, and Training a Diverse Workforce for Business Success



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There are **HALF** as many African Americans and Hispanics in tech as there are in the rest of the private sector.

FACT 1

Although the total US workforce is approximately half male/half female, within STEM jobs, men outnumber women **4**
to 1

FACT 2

People with disabilities make for almost **50 million** individuals—the nation's largest minority group.

Yet, people with disabilities make up just of the labor force and an even smaller **6%** percentage of the tech industry.

Individuals without a disability are **3x** as likely to be employed.

FACT 3

WHY we need to
**DIVERSIFY
TECH**

Minority markets have **\$3.9 trillion** in buying power (African American/Black, Asian-American and Native Americans). **\$1.5 trillion** of that lies with the Latinx community.

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The National Organization on Disability estimates that Americans with disabilities represent more than **\$200 billion** in discretionary spending.

WHY we need to
**DIVERSIFY
TECH**

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We all know that innovation and creativity is done best when it comes by way of **diverse and inclusive teams**.

If all this buying power exists amongst those who are the **LEAST** employed in the tech industry, there is no way the industry is developing products and services that could ultimately attract them because there's no innovation or creativity happening!

WHY we need to
**DIVERSIFY
TECH**

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Numbers aside, tech is about **innovation**.

New and **varied voices** are necessary for continued innovation.

With **diverse perspectives**, the tech industry gains the added potential of appealing to a broader market.



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WAYS TO GIVE BACK

- ➔ Mentoring and coaching a person
- ➔ Providing advisory to a non-profit like **PepUp** who is doing this work
- ➔ Being an internal ally at your company to connect roles and/or initiatives to workforce initiatives

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Thank you.

Credits:

The Multicultural Economy 2018 (published by the Selig Center for Economic Growth, a unit of UGA's Terry College of Business): calculates the consumer buying power—or total income after taxes—for minority markets in the U.S.: African Americans, Asian Americans, Hispanics and Native Americans.

National Center for Women & Information Technology

US Department of Labor

US Census Bureau

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