

Diversity & Inclusion

as a Business Imperative in a Changing World

Julianne Goodfellow, NMHC

Peggy Robinson, InfoTycoon



“DIVERSITY is being invited to the party.
INCLUSION is being asked to dance.”- Verna Myers



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Breakfast Briefing INTRODUCTIONS



Peggy
Robinson
InfoTycoon

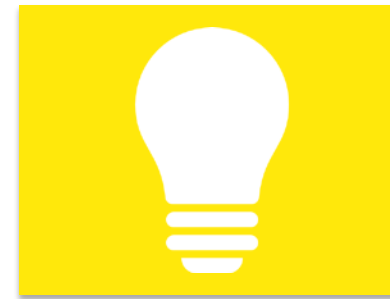


Julianne
Goodfellow
NMHC



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NMHC's Diversity & Inclusion Initiative
is a long-term commitment to promote **diversity**
within the multifamily housing industry. It is a
business imperative that can drive
innovation and organizational success.



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Highly diverse
companies are

35%

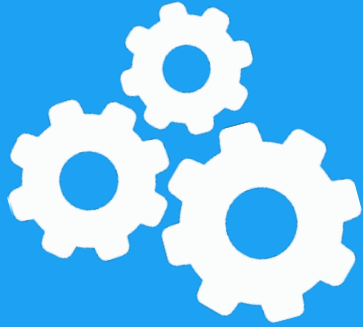
more likely to have
financial returns above
their industry mean.

Source: McKinsey



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Organizations with at least one female board member yielded **higher return on equity and higher net income growth**

Source: Credit Suisse



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Non-homogenous
teams are

**simply
smarter.**

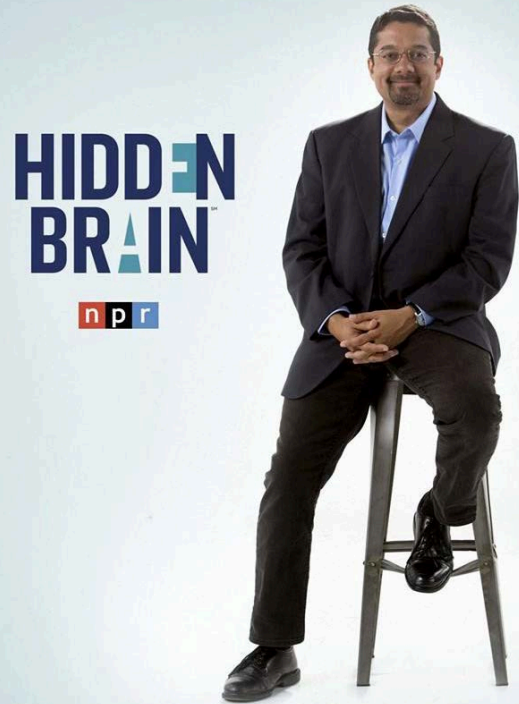
Source: Harvard Business Review



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Unconscious Bias



Research shows that we often act in biased ways, even when we feel that we are being fair or open-minded



Shankar Vendantam, NPR science correspondent, coined the term “Hidden Brain” to describe a range of influences that manipulate us without our awareness



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Unconscious Bias in the Workplace

- Recognize and set controls for unconscious bias
 - Monitor and respond to what is working and what is not
- Understand that diversity and inclusion go hand in hand
- Consider the lifecycle of an employee

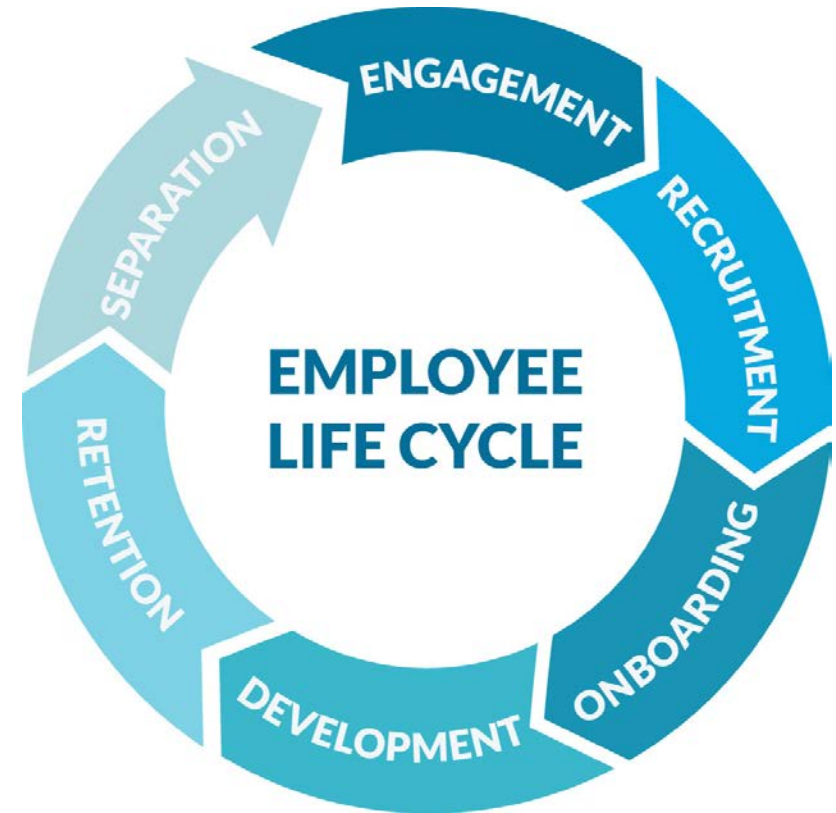


image: Proversity.org



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Applications within Multifamily

“At Bozzuto, gender equality, diversity and inclusion is not a talking point, but rather a way that we will run our company now, and in the future.”

– Toby Bozzuto, CEO



Greystar has implemented lunch and learns, mentoring and leadership development programming to support their Diversity and Inclusion focus.



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Key Takeaways



D&I Makes a
Difference



Be a Champion
within your
Organization



You Can Start
Small



Don't Forget
Inclusion



Get Help!



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Helpful Resources

- [NMHC Diversity and Inclusion Initiative](#)
- Shankar Vendantam's [Hidden Brain](#) podcast
- [PwC on Diversity and Inclusion](#)
- PwC resource: [Blind Spots...Your Brain on Autopilot](#)
- [McKinsey Study](#)
- [Credit Suisse Study](#)
- [Harvard Business Review](#)
- [Lean In](#)



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