



NEWS RELEASE

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FOR IMMEDIATE RELEASE

New report from RedThread Research shows impact of key skills on DEIB outcomes

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A new report from RedThread Research, *Creating a DEIB Culture: The Skills Every Employee Needs*, offers insights and analysis into the importance of diversity, equity, inclusion, and belonging (DEIB) on business outcomes, the skills needed at different levels of an organization to support DEIB.

Key findings from the report reveal that:

- Orgs with higher scores on RedThread's DEIB index see positive individual employee and organizational outcomes, such as being:
 - 2x more likely to give their employer a positive Net Promoter Score® (NPS)
 - 45% more likely to have high intent to stay
 - 2x more likely to work at businesses that have met their goals for the last 3 years
 - 81% more likely to indicate high customer satisfaction
- Active skills, such as assertiveness, challenging the status quo, and calculated risk-taking, are essential at top DEIB orgs.
- Passive skills, such as assertiveness, challenging the status quo, and calculated risk-taking, are necessary but not sufficient, and orgs that emphasized passive skills alone have lower DEIB ratings.
- Two skills are prevalent amongst all employees at top DEIB orgs: calculated risk-taking and nonverbal communications.
- At top DEIB orgs, different employees need different skills
 - **Senior leaders** rely on skills that enable them to push for change, allow their actions to speak louder than their words, and be socially savvy
 - **Managers** rely on skills that enable them to be open to new ideas, drive and monitor change, and navigate social complexity
 - **Individuals** rely on skills that help them act authentically, envision a new future, and influence others

“We know that traditional approaches to improving DEIB have had limited effectiveness, as evidenced by recent studies and field research that find no effect of diversity training on women’s careers or that of other underrepresented populations,” said Stacia Garr, Co-founder & Principal Analyst of RedThread Research, and co-author of the report. “We

wanted to understand if we looked at something more fundamental – skills, which are the basic building blocks for everything we do in organizations – we could uncover a new angle to how organizations can improve DEIB in their organizations. Our research indicates that focusing on the skills needed by different levels in the organization can result in stronger DEIB in organizations.”

RedThread will share the insights from this report in a complimentary webinar, which is made possible by the workforce upskilling platform, Degreed, on Thursday, November 18 at 1pm ET. Register [here](#).

To view the full report, please visit www.redthreadresearch.com.

About the Report

The *Creating a DEIB Culture: The Skills Every Employee Needs* report is an original study by RedThread Research. Research included:

- An exhaustive literature review of over 60 articles
- 2 roundtables (sponsored by Degreed) attended by 74 leaders, collectively
- Video-conference-based interviews with 20 practitioners
- A survey completed by 1,044 individuals covering organizational and individual demographics, organizational and individual performance, DEIB, skills importance and effectiveness, and other factors that could influence skills and DEIB

All information for this study was collected from March to September 2021.

About RedThread Research

RedThread is a human capital research and advisory firm that listens to you and understands your business. We're experts in talent management, learning, and diversity and inclusion and the technologies that support them. But more importantly, we're truth-seekers and storytellers in a world where there's a dearth of the former and much of the latter is sort of bunk. We use technology and collaboration to make connections between people, data, and ideas — even among seemingly unrelated concepts. We focus on providing high-quality, unbiased foresights that you can implement for a stronger business. For more information, please visit us at www.redthreadresearch.com. Follow RedThread on Twitter at @RedThreadRe.