



The Marathon Continues

Why DEI is Worth the Uphill Climb

KEYNOTE SPEAKER | STRATEGIST | AUTHOR



RAVEN SOLOMON

CONNECT WITH RAVEN

 RAVENSOLOMONTV

RAVEN  SOLO

RAVEN_SOLO 

IN/RAVENSOLOMON 

SOLOMON.RAVEN



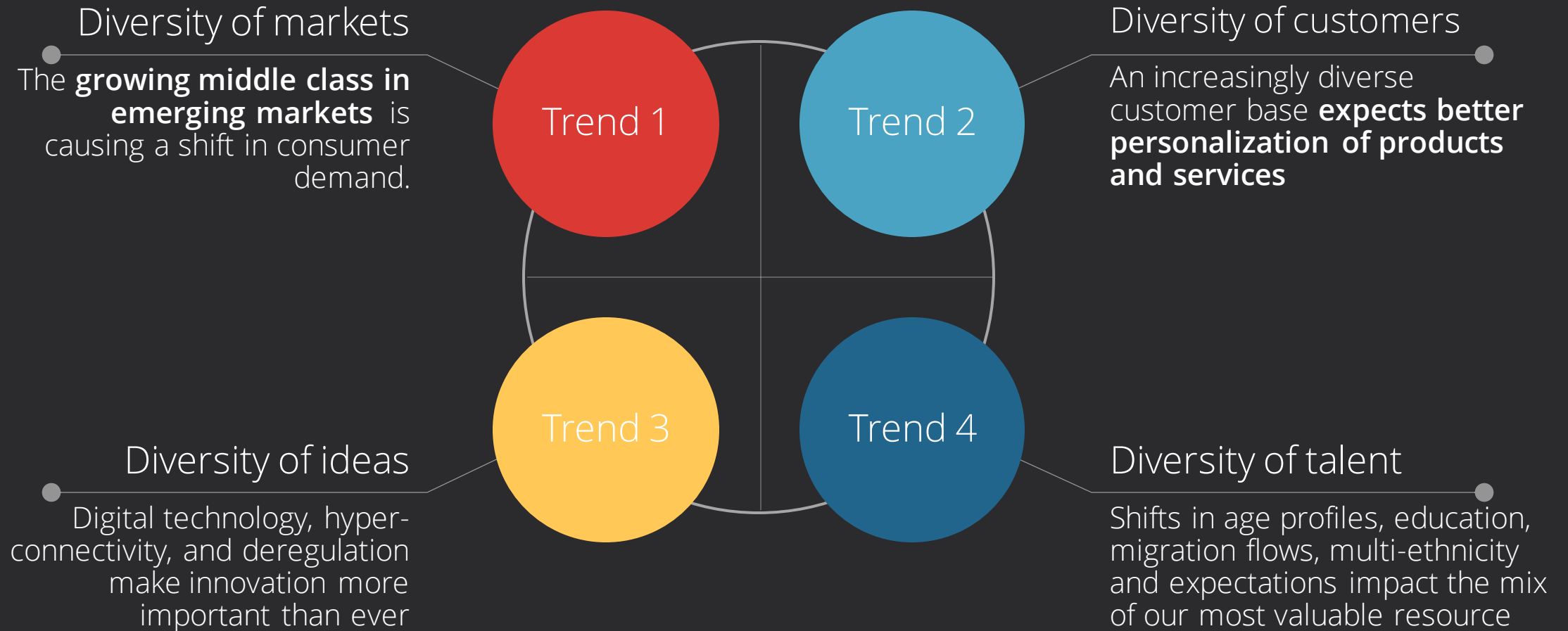
WWW.RAVENSOLOMON.COM



Demographics are changing.



These Mega Trends are reshaping the environment and influencing business priorities



Top 5 Emerging Markets



LIVING GENERATIONS

The Greatest Generation

Born before 1925

Age 100 and older



Baby Boomers

Born between 1946 & 1964

Ages 60 to 78



Millennials

Born between 1980 & 1995

Ages 29 to 44



Traditionalists (Silent Generation)

Born between 1925 & 1945

Ages 79 to 99



Gen X

Born between 1965 & 1979

Ages 45 to 59



Gen Z

Born between 1996 & 2012

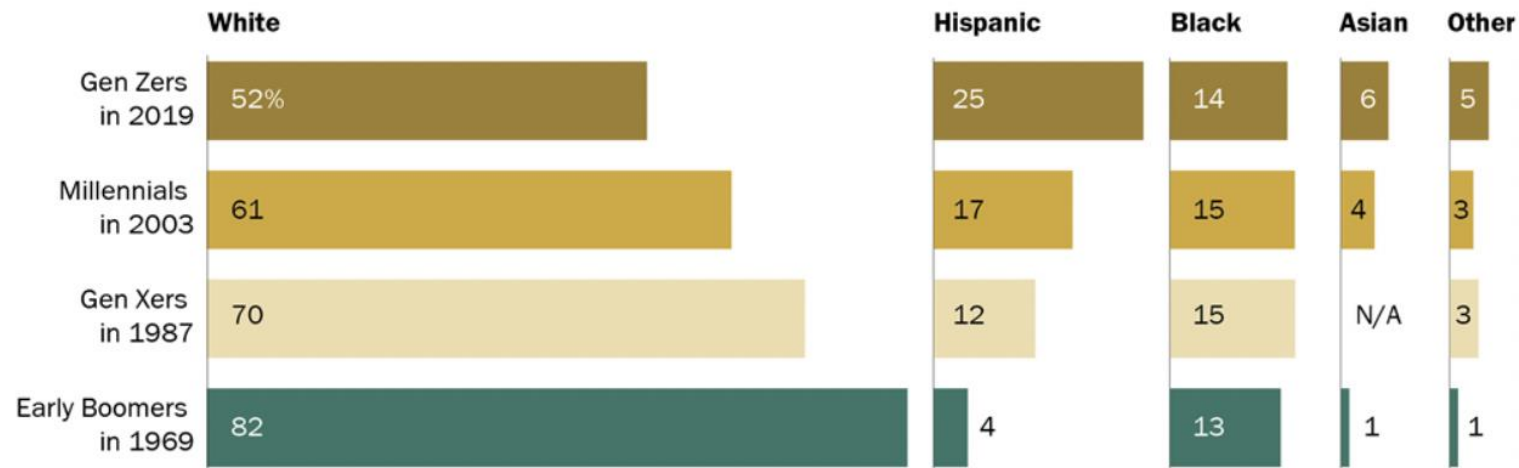
Ages 12 to 28



The U.S. is growing more diverse

One-in-four members of Gen Z are Hispanic

% of 7- to 22-year-olds who are ...



Note: Figures may not add to 100% due to rounding. Racial groups include only single-race non-Hispanics. Hispanics are of any race. Asians include Pacific Islanders. The CPS did not separately identify Asians until 1988. Hispanic origin was not collected until 1971. The racial and ethnic composition of Boomers in 1969 was imputed on the basis of 8- to 23-year-olds in the 1970 census.

Source: Pew Research Center analysis of 1987, 2003 and 2019 Current Population Survey Annual Social and Economic Supplements and 1970 decennial census (IPUMS).

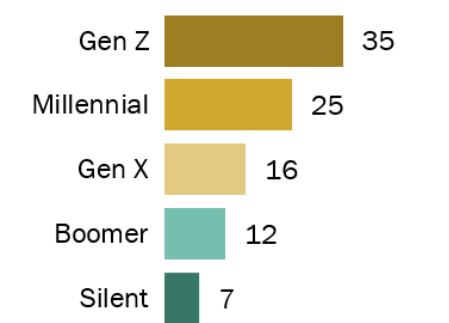
"On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far"

PEW RESEARCH CENTER



Gen Z more familiar with gender-neutral pronouns

% saying they personally know someone who prefers that others refer to them using gender-neutral pronouns

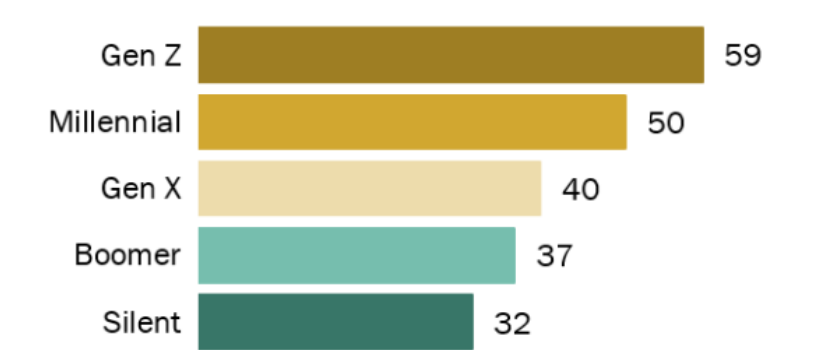


Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.
“Generation Z Looks a Lot Like Millennials on Key Social and Political Issues”

PEW RESEARCH CENTER

About six-in-ten Gen Zers say forms should offer other gender options

% saying that when a form or online profile asks about a person’s gender it should include options other than ‘man’ and ‘woman’

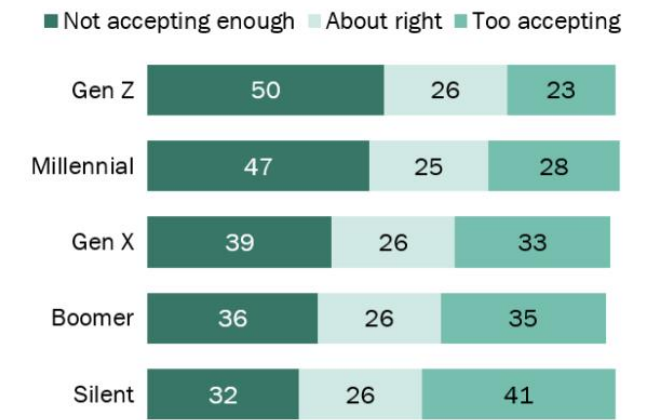


Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.
“Generation Z Looks a Lot Like Millennials on Key Social and Political Issues”

PEW RESEARCH CENTER

About half of Gen Zers, Millennials say society isn’t accepting enough of people who don’t identify as a man or woman

% saying that society is ___ of people who don’t identify as either a man or a woman



Note: Share of respondents who didn’t offer an answer not shown.
Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.
“Generation Z Looks a Lot Like Millennials on Key Social and Political Issues”

PEW RESEARCH CENTER

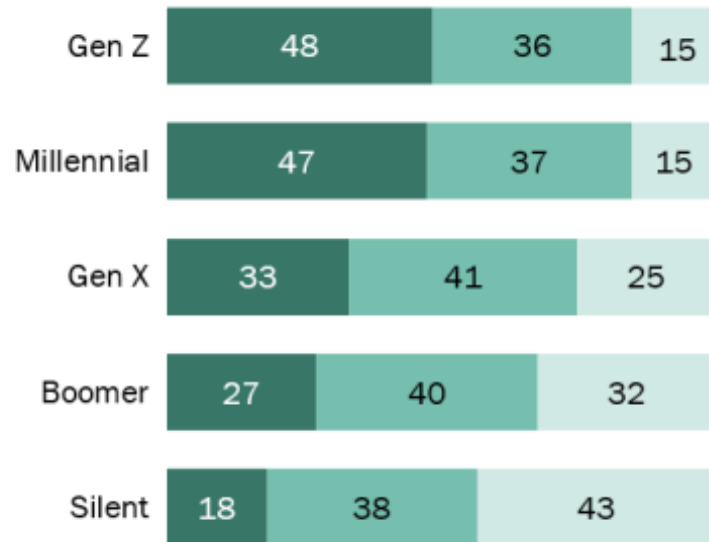


Gen Z is more likely to approve same-sex marriage and interracial marriage

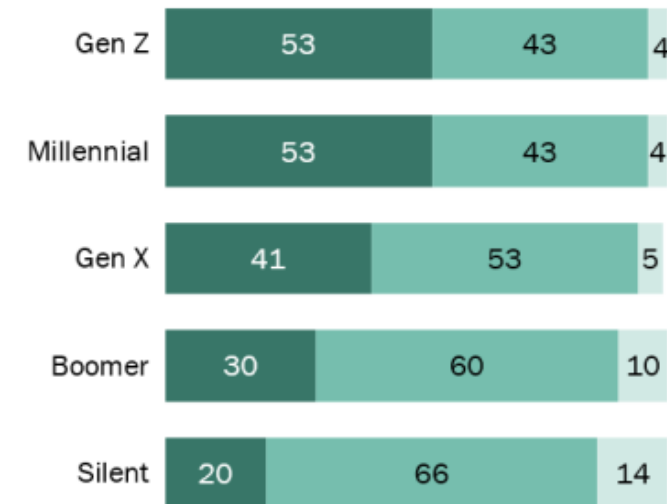
About half of Gen Zers and Millennials say same-sex marriage, interracial marriage are good for society

% saying gay and lesbian couples being allowed to marry is a ____ for our society

■ Good thing ■ Doesn't make a difference ■ Bad thing



% saying people of different races marrying each other is a ____ for our society



Note: Share of respondents who didn't offer an answer not shown.
Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.

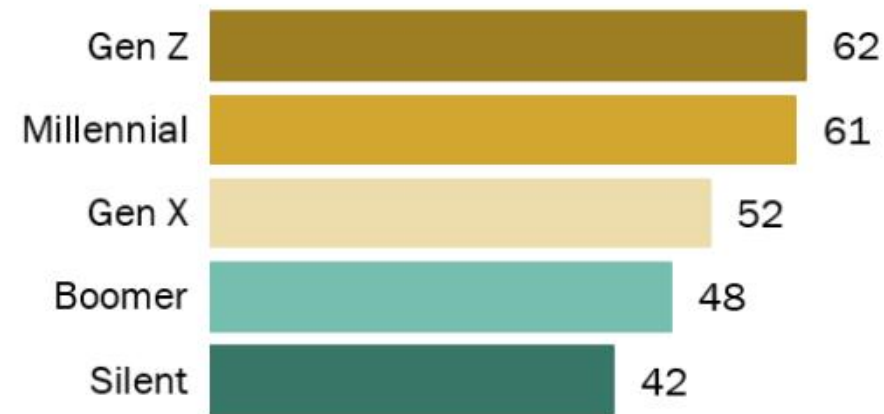
"Generation Z Looks a Lot Like Millennials on Key Social and Political Issues"

PEW RESEARCH CENTER



Younger generations see increased diversity as good for society

% saying increasing racial and ethnic diversity is a good thing for our society



Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.

“Generation Z Looks a Lot Like Millennials on Key Social and Political Issues”

PEW RESEARCH CENTER



51%^{of}

GEN Z

say they respect a company
more if they support racial
equality

77%^{of}

GEN Z workers

said a company's level of
diversity affects their decision
to work there

GEN Z

Is willing to spend

30%

on the same item when the company
or brand supports a social cause
important to them.

GEN Z has

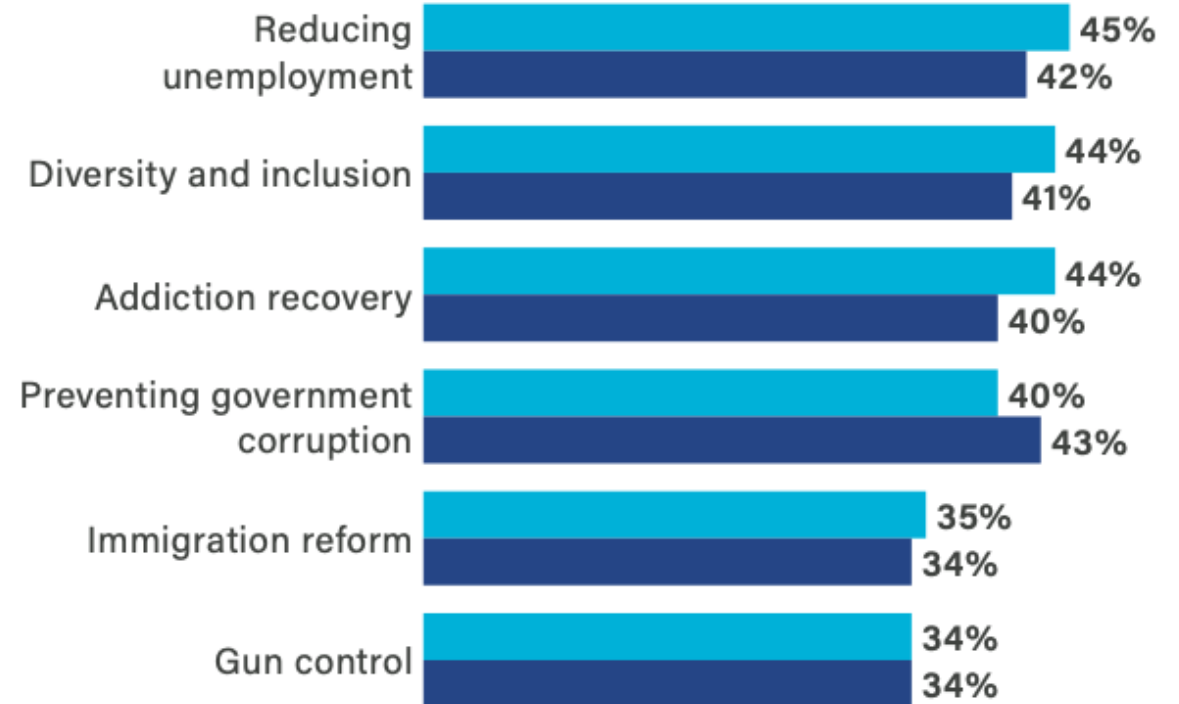
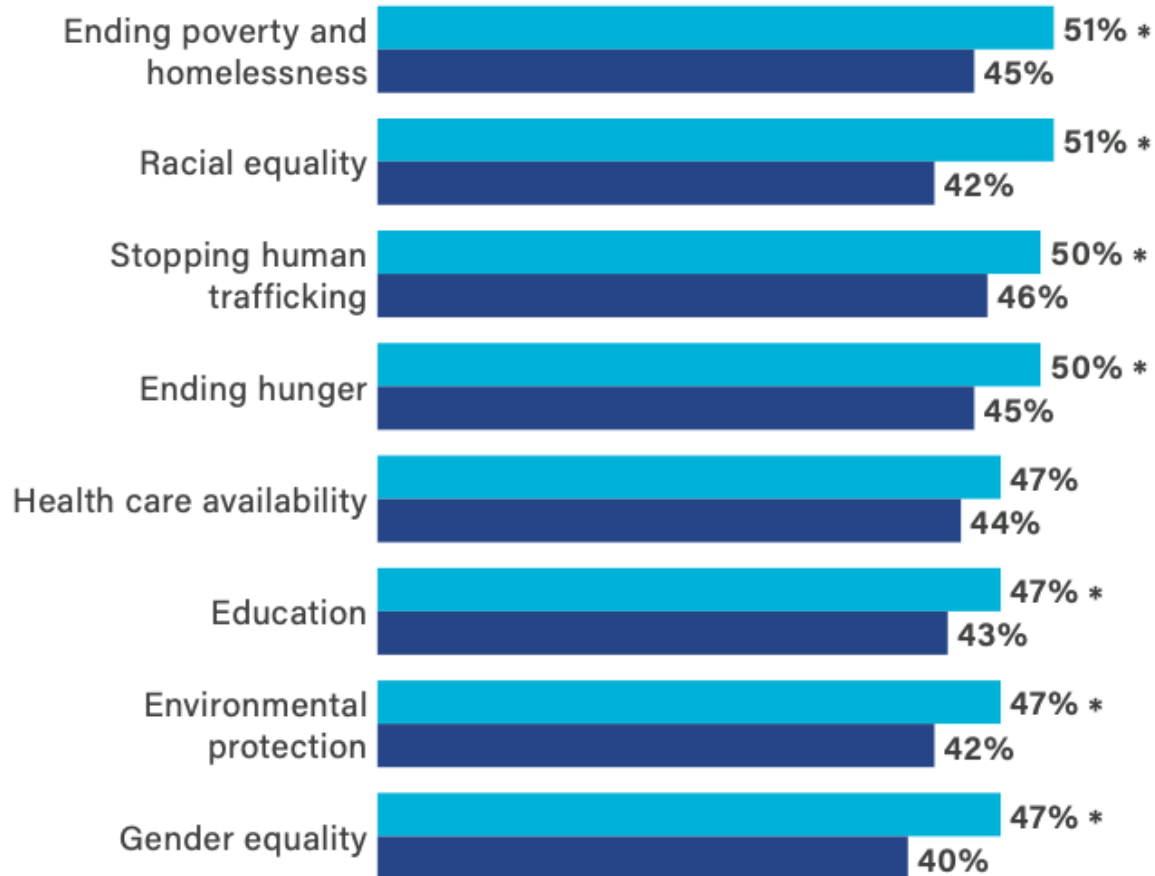
\$143

billion

in buying power



Respect a Company More That Supports Each Cause



* represents a statistically significant difference at the 95% confidence level

Gen Z
Millennials



11



Source: The Center for Generational Kinetics (CGK)

Copyright 2021 © Raven Solomon Enterprises, LLC All rights reserved.



SO, WHAT DO YOU DO?

1

REACT < RESPOND



2

SPEAK TRUTH TO POWER



CHALLENGING THE NARRATIVE

"DEI is divisive and reverse discrimination?"

"Really? How so?"

"Wokeism is taking over!"

"Do you know what woke really means?"

"DEI is too risky. We should dial back."

"How might this impact already underrepresented communities in our company?"

"What might be the long-term impact of this?"

Any vague comment about DEI

"Say more about that."

LIVE

with Raven Solomon



LinkedIn

THE DEI ER

Collaborative community gatherings for DEI enthusiasts, advocates, professionals and practitioners.



Scan the QR code to participate in the next DEI ER event!

3

TAKE MEANINGFUL ALLYSHIP ACTIONS





Workplace Allyship Actions

- 1 Mentoring or sponsoring
- 2 Advocating for new opportunities for them
- 3 Actively confronting discrimination or isms against them
- 4 Publicly acknowledging their ideas
- 5 Educating oneself about their experiences

Source: Leanin.org

CONNECT WITH RAVEN

 RAVENSOLOMONTV

RAVEN  SOLO

RAVEN_SOLO 

IN/RAVENSOLOMON 

SOLOMON.RAVEN



WWW.RAVENSOLOMON.COM



Workplace Allyship Actions

10%

Mentoring or sponsoring

21%

Advocating for new opportunities for them

39%

Actively confronting discrimination or
isms against them

43%

Publicly acknowledging their ideas

45%

Educating oneself about their
experiences

Source: Leanin.org

CONNECT WITH RAVEN



RAVENSOLOMONTV



RAVEN_SOLO



RAVEN_SOLO

IN/RAVENSOLOMONin

SOLOMON.RAVEN



WWW.RAVENSOLOMON.COM

4

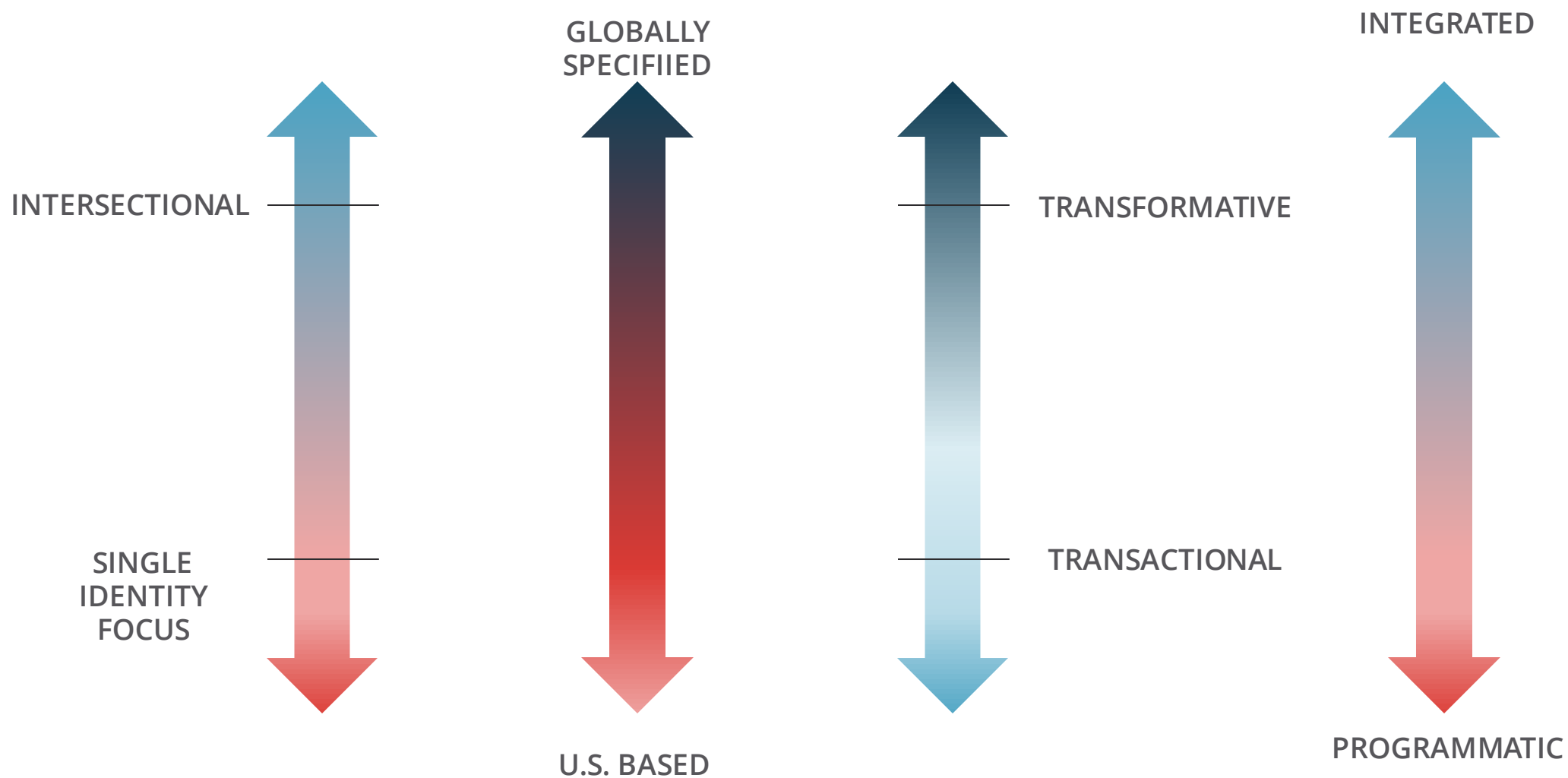
CONTINUE THE WORK



DEI
work is
MATURING



Maturation of DEI Work



Thank you



RAVEN SOLOMON



Let's stay connected.



Contact Info

Phone: 704-266-0652

Email: info@ravensolomon.com

Website: www.ravensolomon.com



Social Media



[solomon.raven](https://www.facebook.com/solomon.raven)



[in/ravensolomon](https://www.linkedin.com/company/in/ravensolomon)



[raven_solo](https://twitter.com/raven_solo)



[raven_solo](https://www.instagram.com/raven_solo)