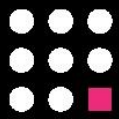


The Real Challenge Facing Publishing Today

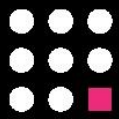
Nancy Roberts
Business Inclusivity
@BusInclusivity



... Or...

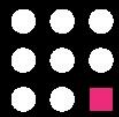


We need to talk about
diversity



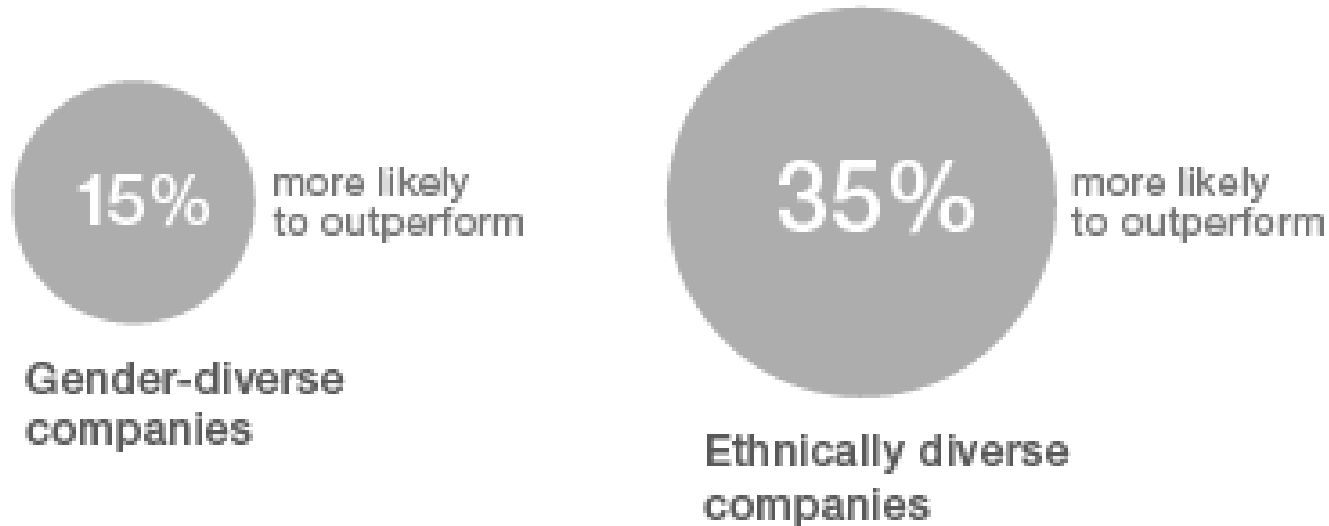


Social justice (noun): **justice** in terms of the distribution of wealth, **opportunities**, and privileges within a society.
(OED)



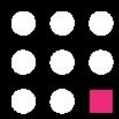
Diversity's dividend

What's the likelihood that companies in the top quartile for diversity financially outperform those in the bottom quartile?¹

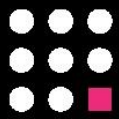


¹Results show likelihood of financial performance above the national industry median. Analysis is based on composite data for all countries in the data set. Results vary by individual country.

Source: McKinsey analysis

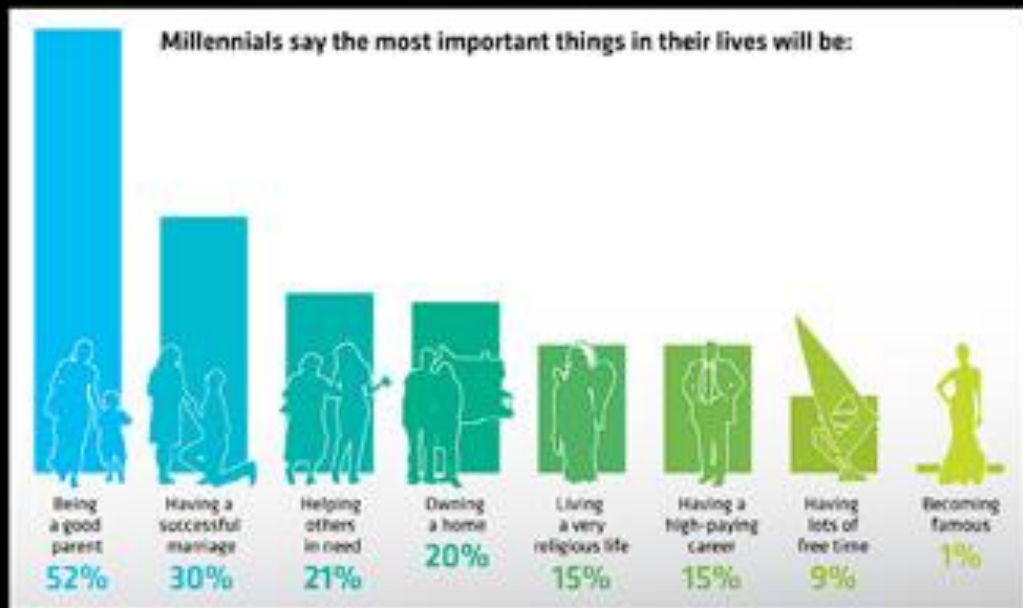


Society is changing fast



WHO ARE THE MILLENNIALS?

THE DEMOGRAPHICS



Other names for Millennials:

- Generation Y**
Refers to the generation to succeed Generation X.
- The Echo Boomers**
Refers to the fact that many Millennials are children of Baby Boomers.
- The Net Generation**
Refers to the tendency for many Millennials to move back in with their parents after going away to college.
- The Boomerang Generation**
Refers to the tendency for many Millennials to move back in with their parents after going away to college.
- The Peter Pan Generation**
Refers to delaying the rites of passage into adulthood longer than most generations before them.

Top 5 things that make Millennials unique:

(According to Millennials)



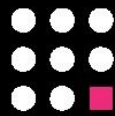
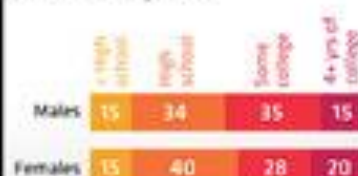
Marital status

(Millennials ages 18-28)



Educational attainment

(% of Millennials ages 18-28)



Generation Z

Will total 2.56bn people by
2020



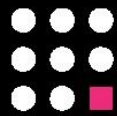
Over 50.2% of children are
expected to be part of a
minority race or ethnic group
by 2020

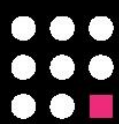
Have an attention span of 8
seconds

96% own a smartphone

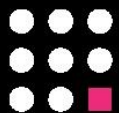
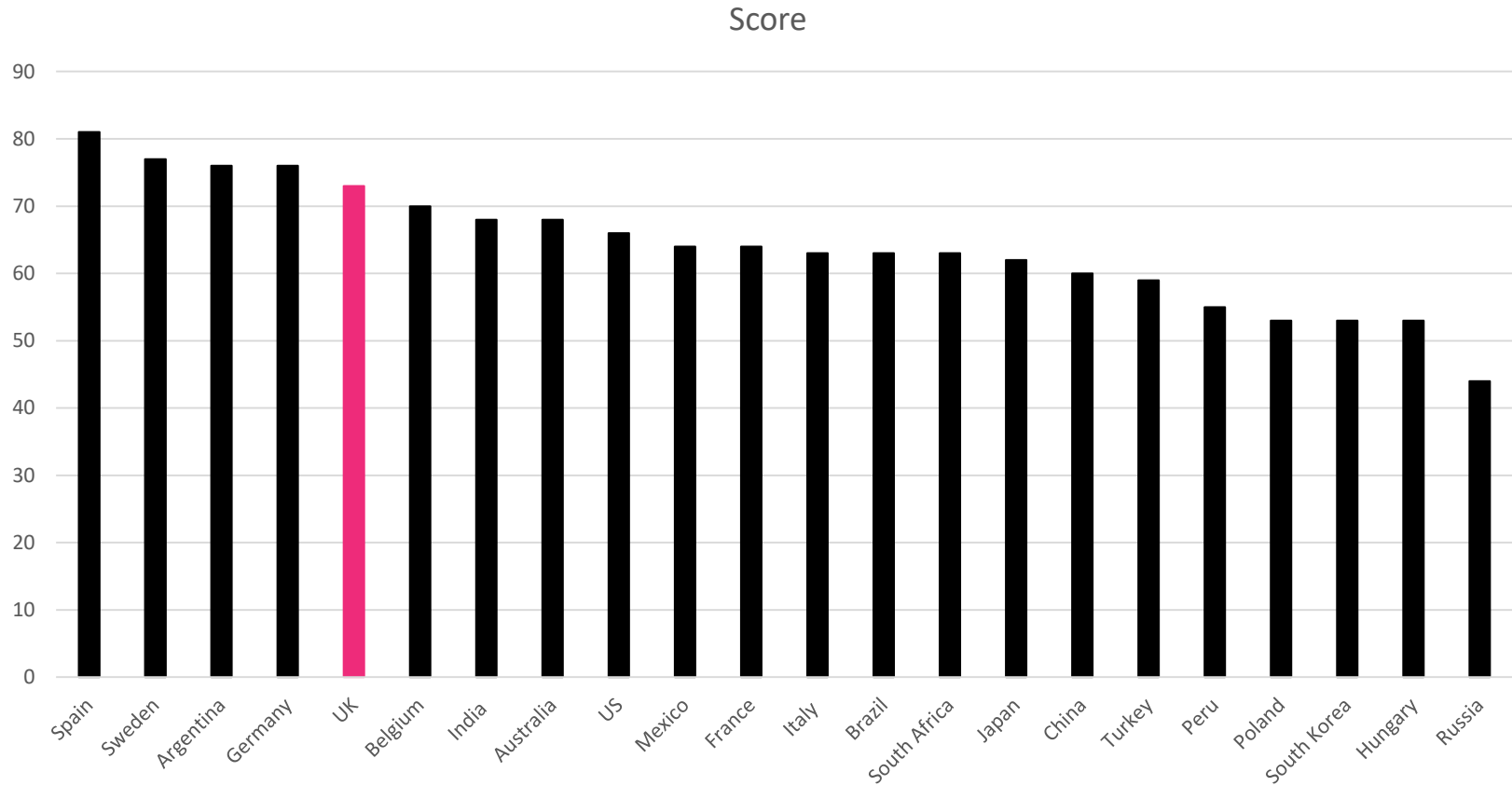
Almost half spend 10 or more
hours a day online

63% prefer to see “real
people” in adverts





Transgender rights



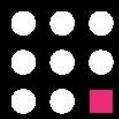
Those now entering the workforce

- Are driven by influencers, not authority figures
- Live (and have always lived) in a globally connected world
- Value career capital and life experiences more highly than good pay and rewards packages

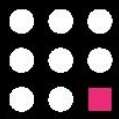




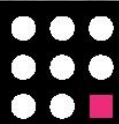
The workforce of the future sees diversity as a hygiene factor, not a differentiator



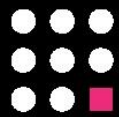
So what does this mean for publishing?







HOUSTON
WE HAVE A
PROBLEM!

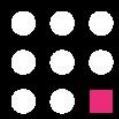


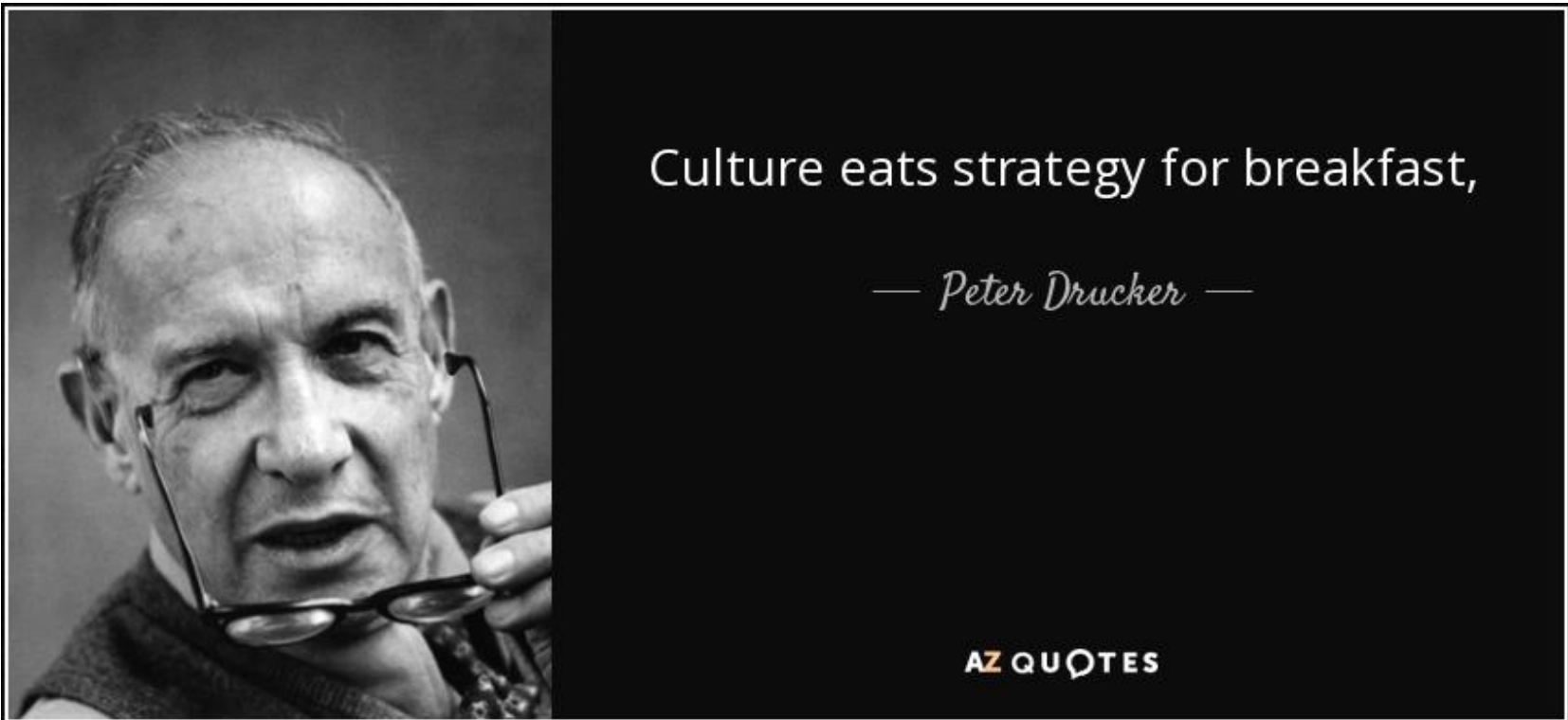
Think Different.
But not different from me.



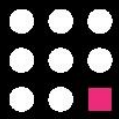
© Randy Glasbergen / glasbergen.com

Ask yourself have you
ever held
back on hiring or
promoting someone
because they aren't a
good "cultural fit"?



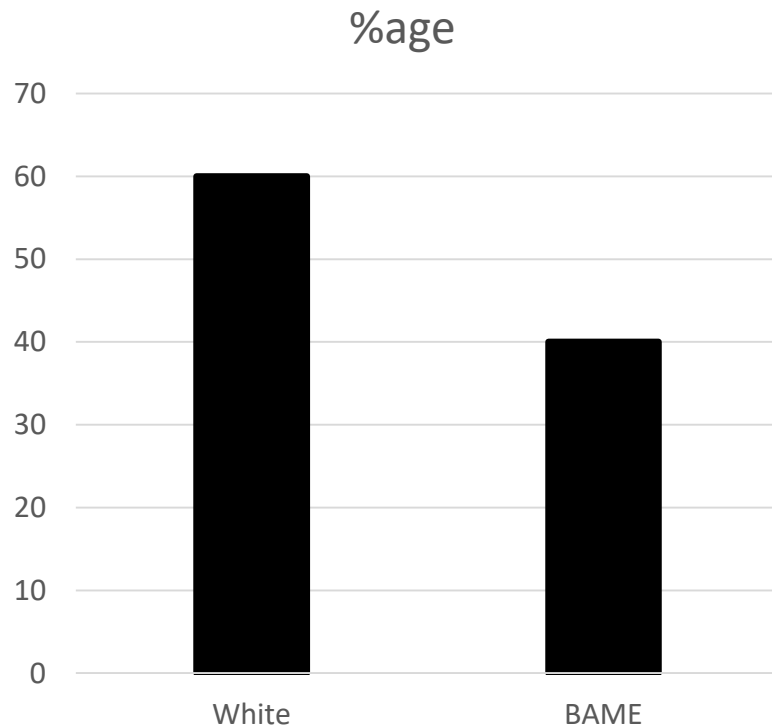


Where we are now

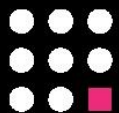
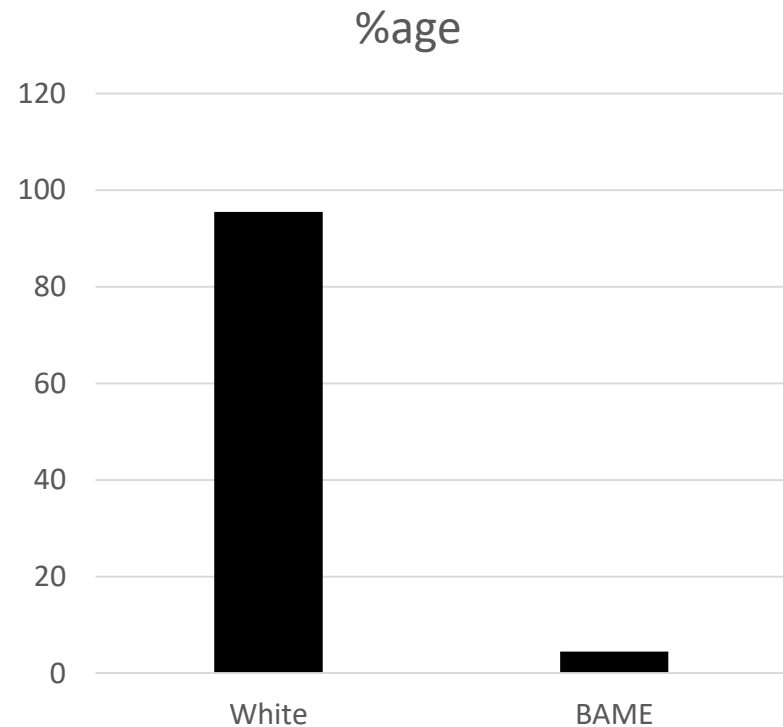


Ethnicity

London's population



Population in the creative industries

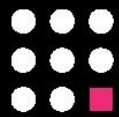
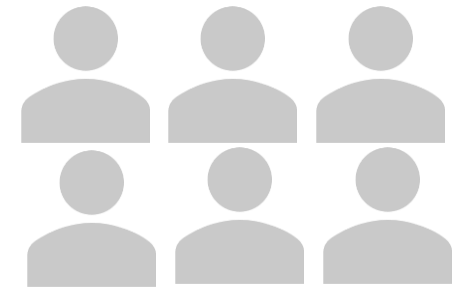
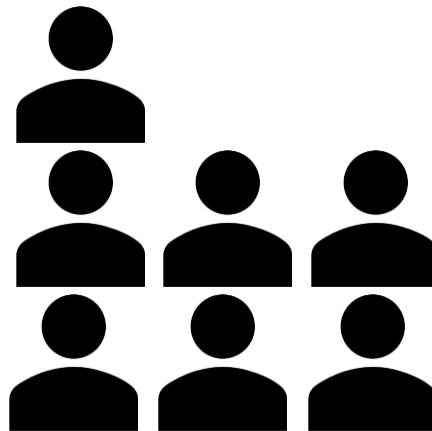
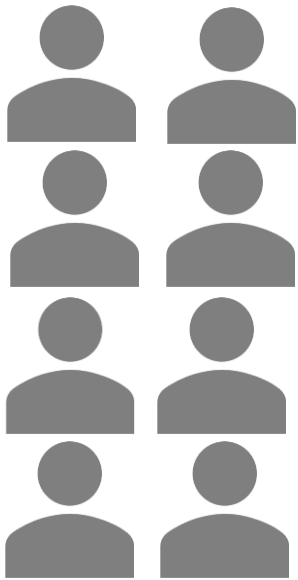


Publishing industry is overwhelmingly white and female, US study finds

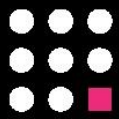
Workers from poorer backgrounds face class earnings penalty - study

MPW • MOST POWERFUL WOMEN

Men Named 'David' Outnumbered All of Britain's Top Women CEOs Last Year



We can't be complacent



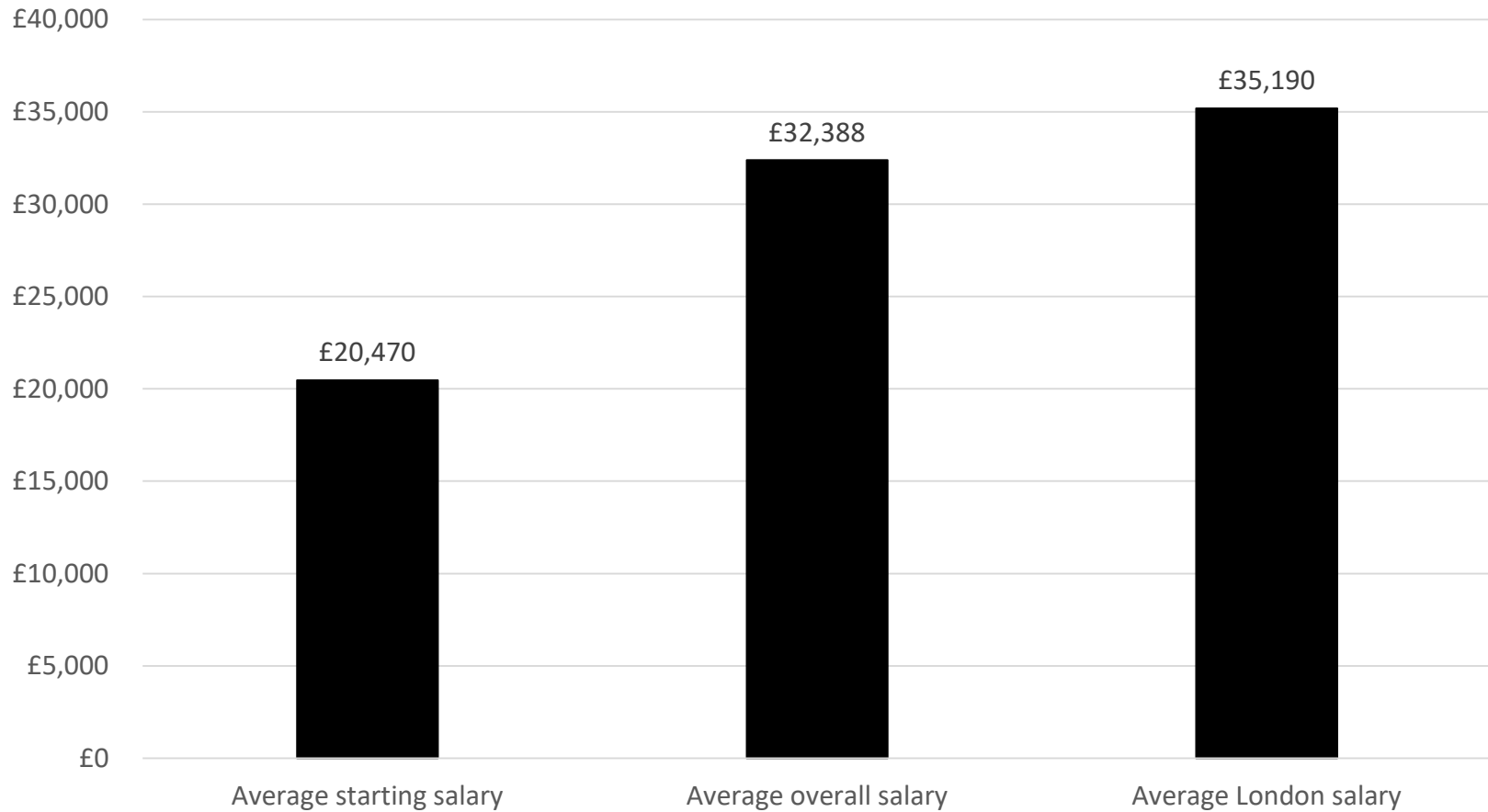
Attraction

Researchers from the Technische Universität München (TUM) showed 260 participants employment ads for management positions. If the ads used words like **“assertive”**, **“independent”**, **“aggressive”** and **“analytical,”** women were less likely to apply

Attraction

Research from March 2017 shows that ethnic minority job seekers who felt they **met a requirement** described in a job advert, decided **not to apply** when it was worded as a **personality trait** not a **behaviour**.

Retention



What is that worth?



An average publishing salary
would get you a mortgage of
£100-145K

Student debt

Average student debt
£50,800

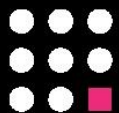
Average student debt
poor background
£57,000

On the average publishing salary
it would take

30

years

to repay that loan



Inclusion

Disabled people are **twice as likely** to be **unemployed** as non-disabled people

The 'disability employment gap' has remained at around 30 percentage points for **over a decade**

... But yet

“Workplace accommodations not only are **low cost**, but also positively impact the workplace in **many ways**”

Retention and development



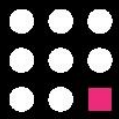
Women get mentors...

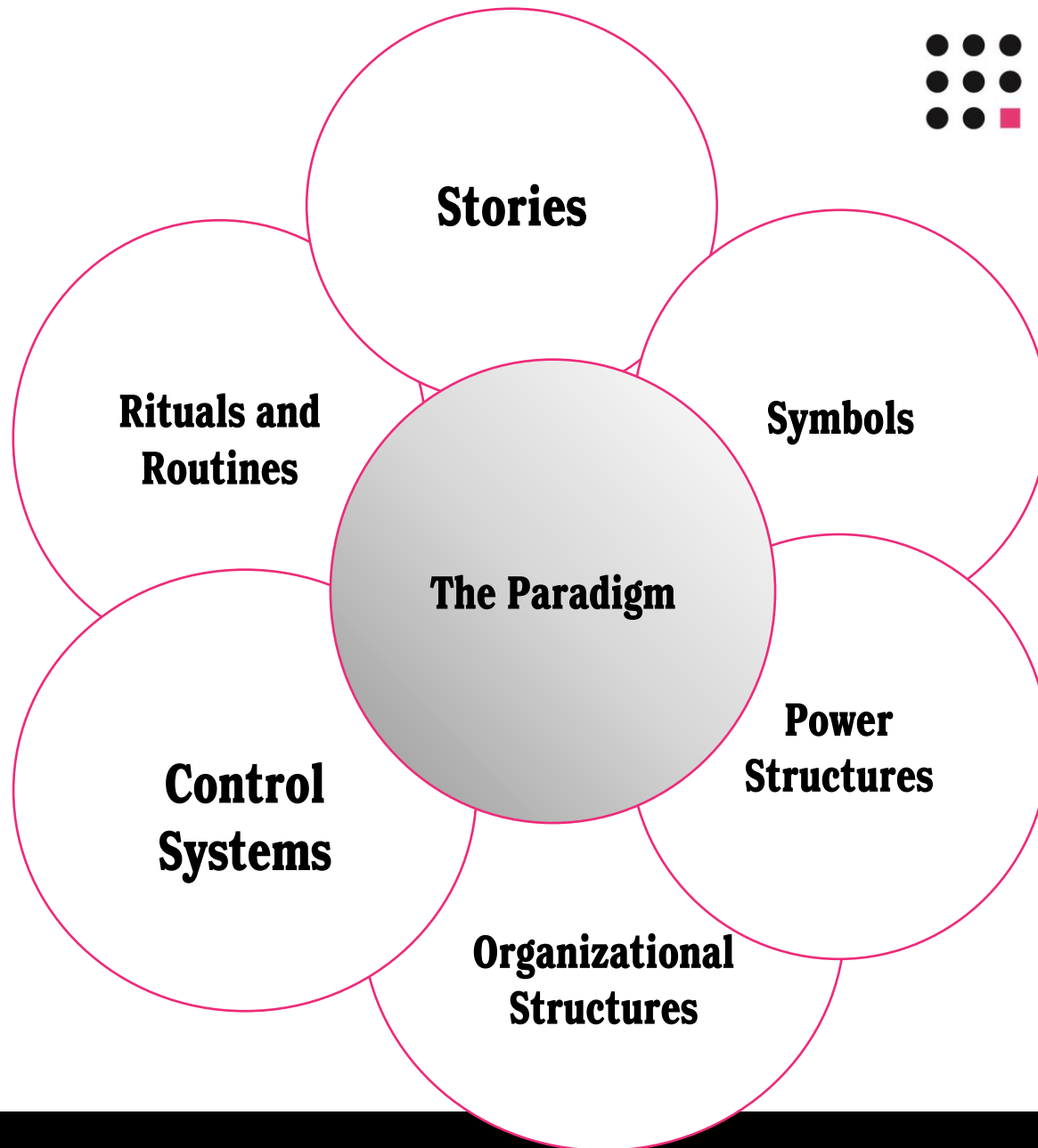
... but men get
champions



(For more findings, see Nancy M. Carter and Christine Silva, “Women in Management: Delusions of Progress”, HBR March 2010.)

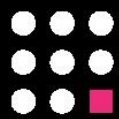
What can we do?





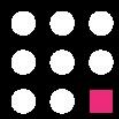
Think about how we recruit

- Where? Universities? Schools? Outside the major cities?
- How? Online? Through which sites, and what are their demographics?
- What types of language are we using?
- Can we support candidates from poorer backgrounds, eg covering travel expenses?



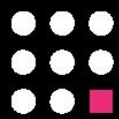
Consider your priorities

- Do certain roles specify degree-level qualifications, and is that sustainable – does it say more about your bias than the true nature of the job?
- If you believe a role does need a degree, how can you support a more diverse range of people to study? Sponsorship, bursaries, flexible working support?
- How much “publishing jargon” is there in your job ads, and is it necessary?

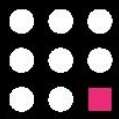


Develop more effective support systems

- Mentoring isn't a bad thing, but diversity in senior teams will move faster with more focus on sponsorship and championing
- Does your organization do enough to support those with disabilities? With caring responsibilities? With relocation to high-cost areas? With balancing work with study?



In summary









business inclusivity

*An inclusive workplace
is better for everyone*

