



# THE BUSINESS CASE FOR **Diversity & Inclusion**



# Objectives

## OF THE SESSION

- How to start DEI conversations in your workplace
- How to create a diversity council and action plan that ensures everyone is held accountable
- Where to find additional resources and best practices



ACCENT DECOR

**We sell beautiful  
vases + decor  
to beautiful  
businesses**

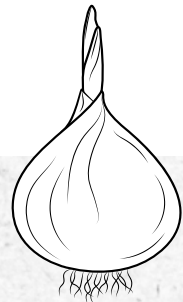


# Growth



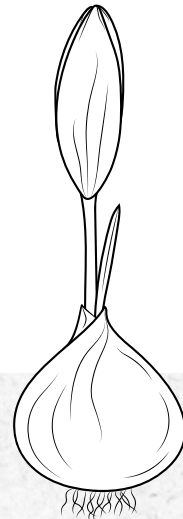
**1997**

**\$1 Million**  
**5 employees**



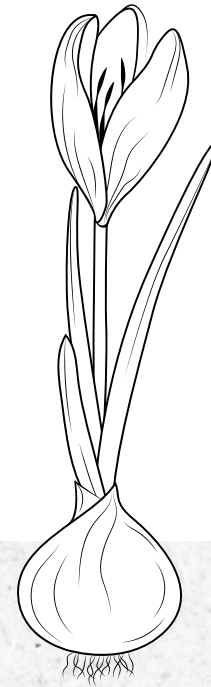
**2000**

**\$2 Million**  
**10 employees**



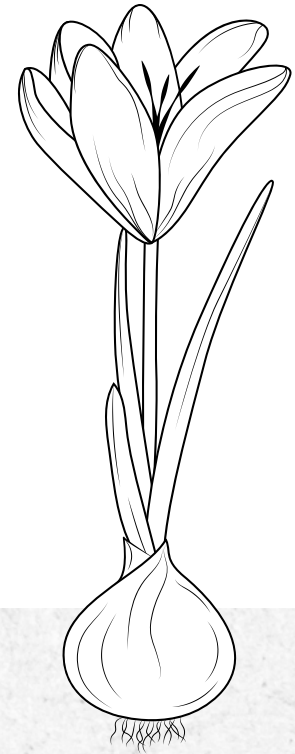
**2010**

**\$10 Million**  
**40 employees**



**2016**

**\$37 Million**  
**90 employees**



**2021**

**\$72 Million**  
**160 employees**

# Hello!



**Sarah Bagle**

CHIEF CREATIVE OFFICER

WHITE  
MILLENNIAL  
DUTCH DESCENT  
HETEROSEXUAL  
CHRISTIAN-RAISED

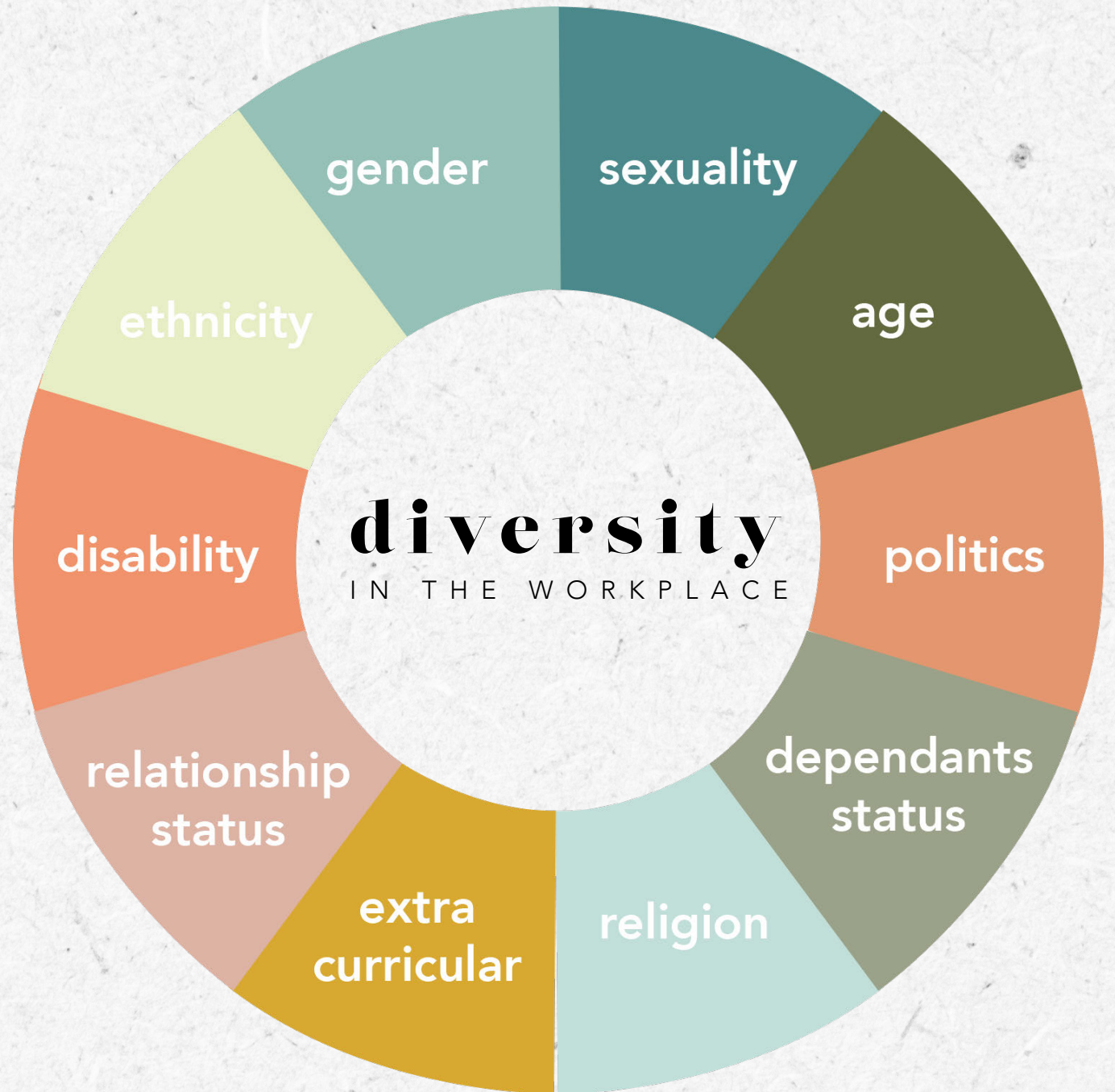


**Laura Polo** SHRM-CP, PHR

HR DIRECTOR

WHITE  
GEN X  
POLISH AND WELSH DESCENT  
HETEROSEXUAL  
CATHOLIC

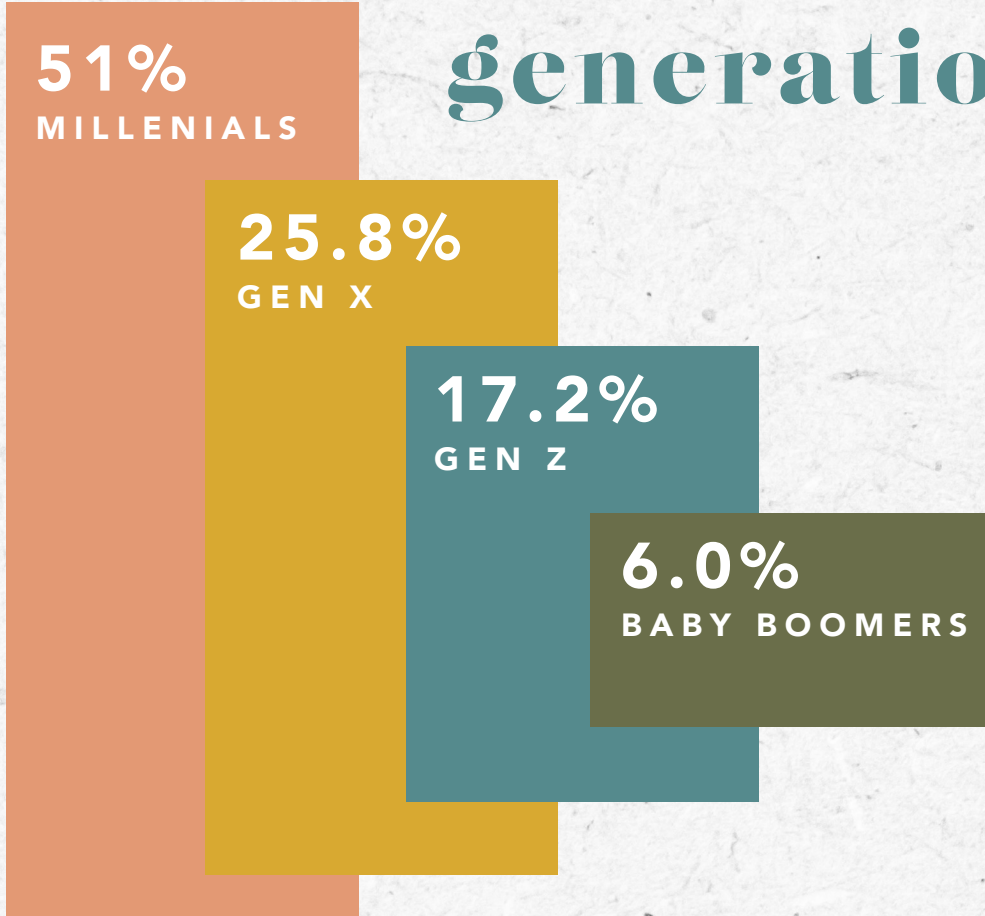
# What is diversity?



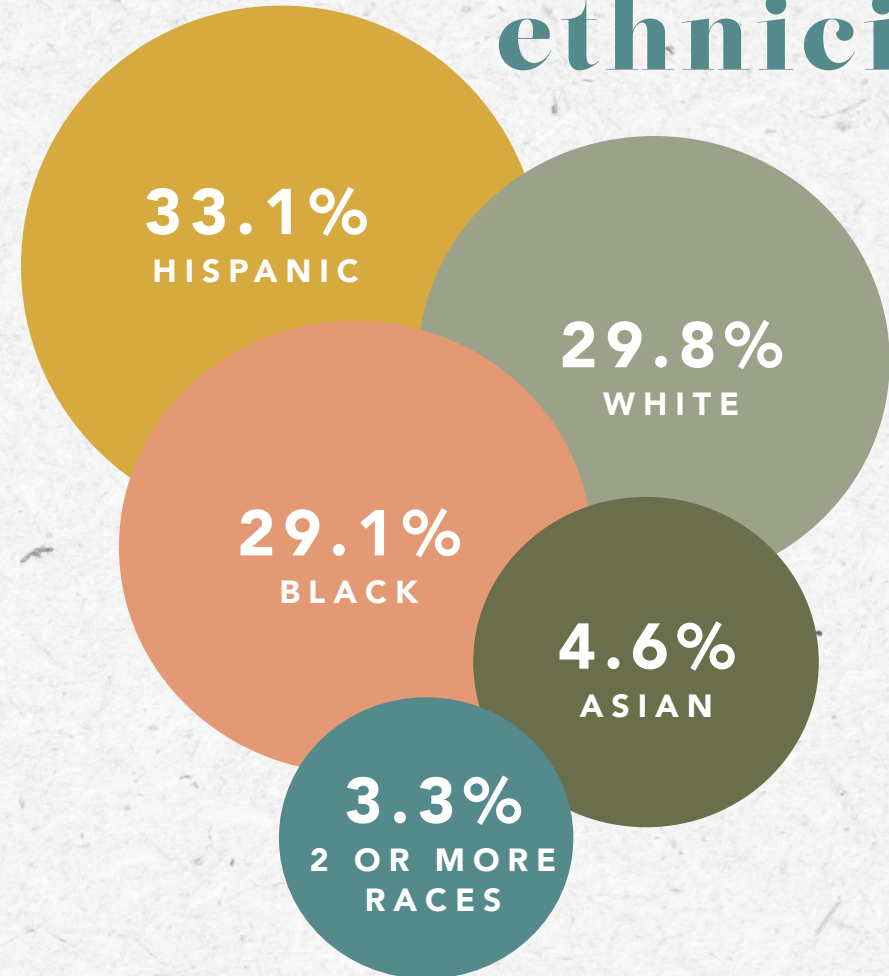


# Diversity IN THE WORKPLACE

## generation

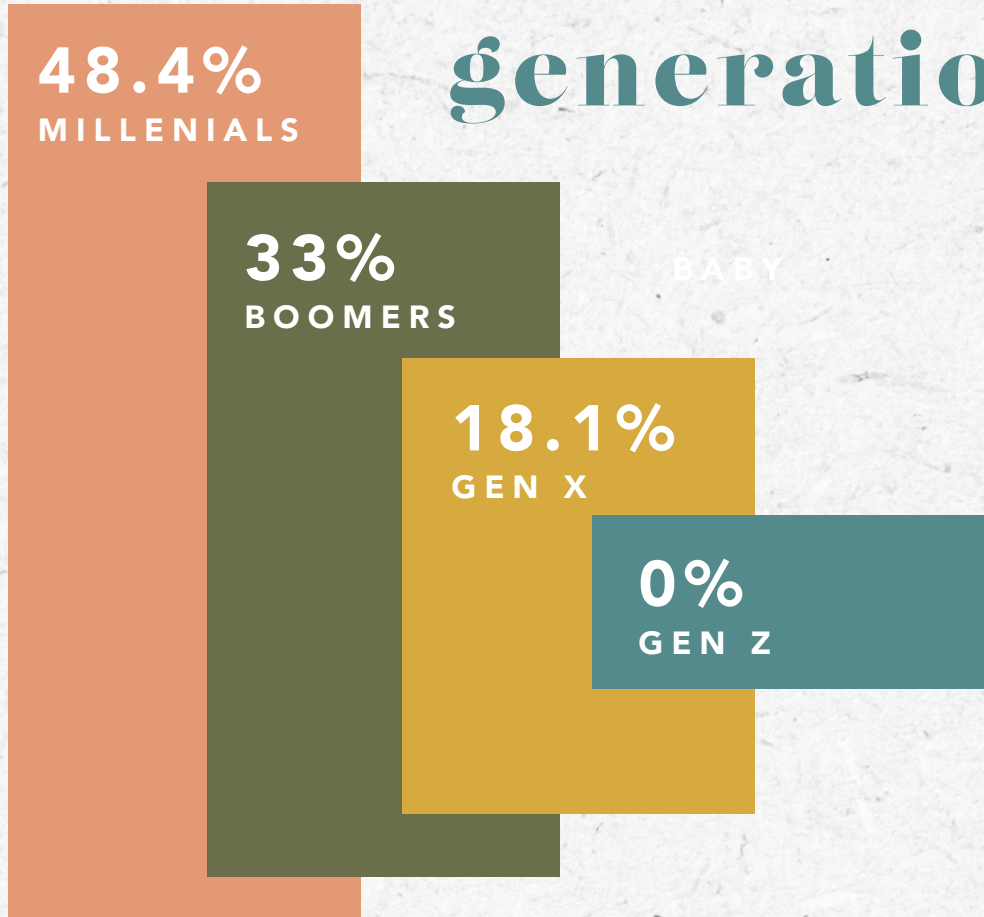


## ethnicity

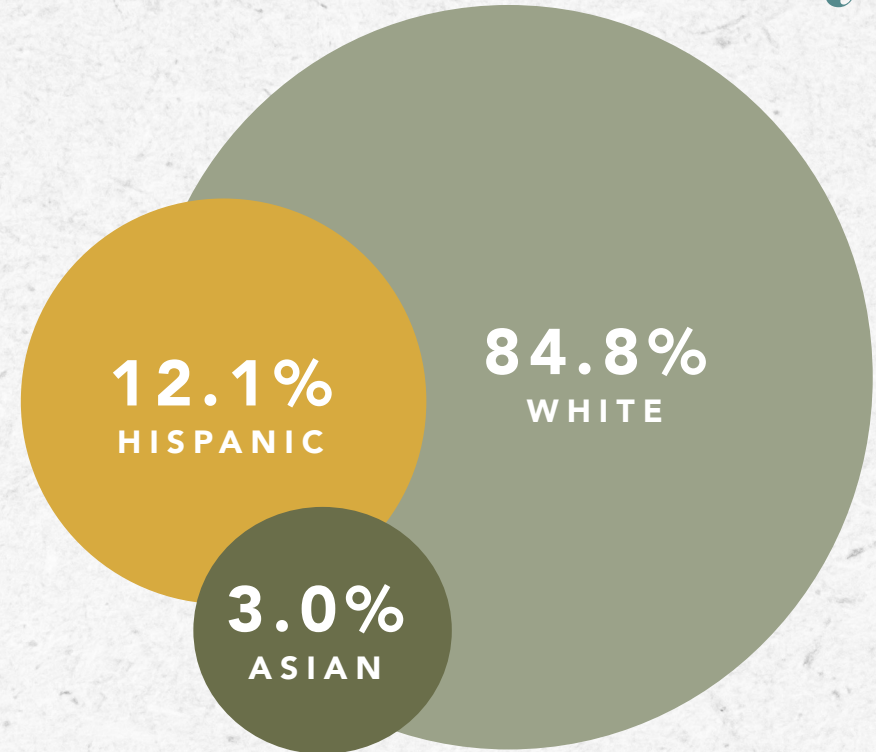


# Diversity IN THE WORKPLACE

## generation



## ethnicity





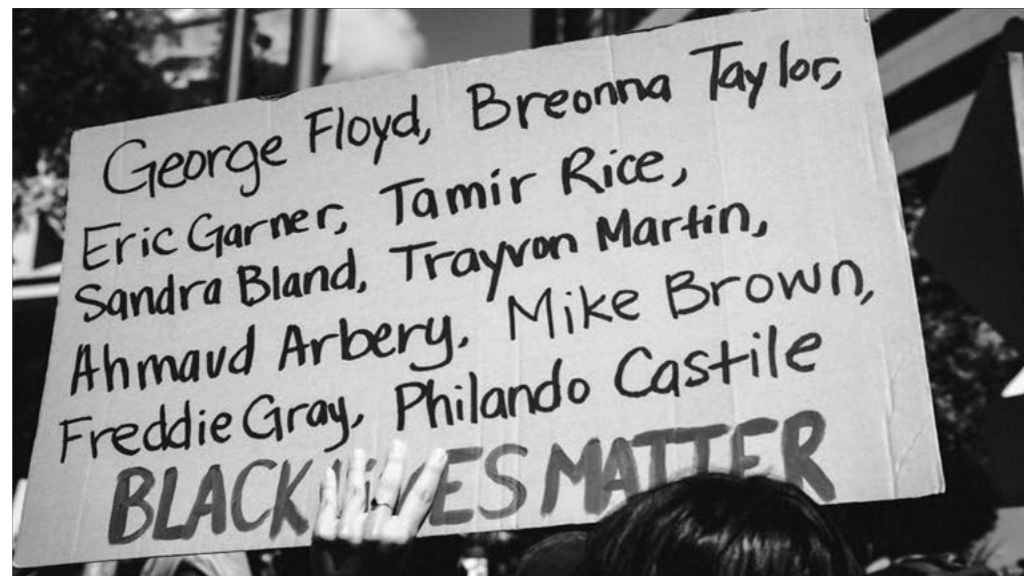


BLACK PEOPLE ARE  
**3X**  
 MORE LIKELY TO BE  
 KILLED BY POLICE  
 THAN WHITE PEOPLE



**30%**  
 OF BLACK VICTIMS  
 WERE UNARMED IN  
 2015 COMPARED TO  
 19% OF WHITE  
 VICTIMS

**BLACK  
 LIVES  
 MATTER**

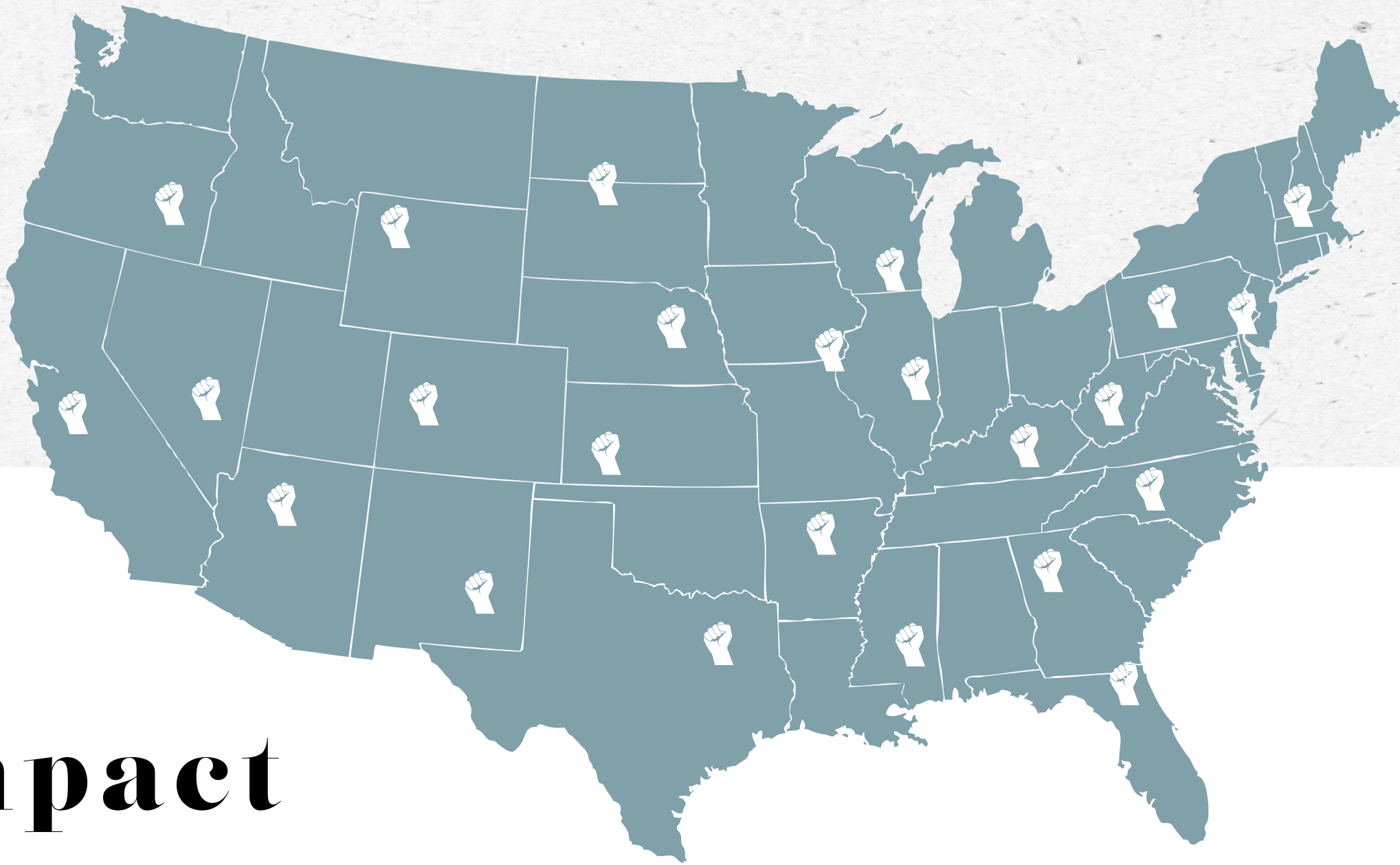


BLACK HOUSEHOLDS IN 2019 WAS ROUGHLY **60% OF THE MEDIAN INCOME** FOR WHITE HOUSEHOLDS.



ME TOO ♀♀

IT WILL TAKE  
**108**  
YEARS  
TO CLOSE THE  
GENDER GAP



**Impact**

# Diversity & Inclusion

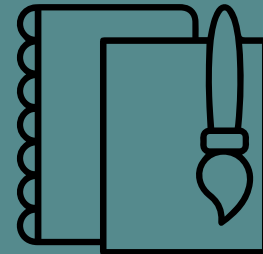
AT ACCENT DECOR



**giving**



**talent  
management**



**creative  
uplift  
support**



**industry  
influence**

# Diversity & Inclusion

AT ACCENT DECOR



giving



# Community support

AT ACCENT DECOR



5%

of our 2020 Celfie sales will support the Gyr! Wonder mission to empower young girls through social impact, career exploration and objective alignment.



\$15,000

Was sent to support women in Nepal after the 2015 earthquake from the sales of the wrapping paper they made.

# Diversity & Inclusion

AT ACCENT DECOR

## SUPPORT CHANGE MAKERS

**WETHEPROTESTERS**

We The Protesters is a national organization focused on ending racism and police violence in the United States. Since 2015, we've used data to identify effective policy solutions and supported movement organizers to enact these policies at every level of government. Explore our work below.

[LEARN MORE HERE »](#)



talent  
management

## PODCASTS WE STAND BY

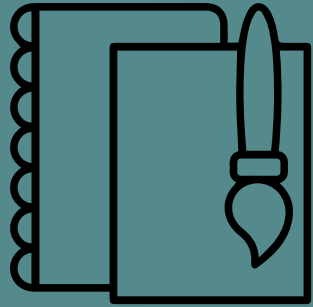


## READS THAT INSPIRE



# Diversity & Inclusion

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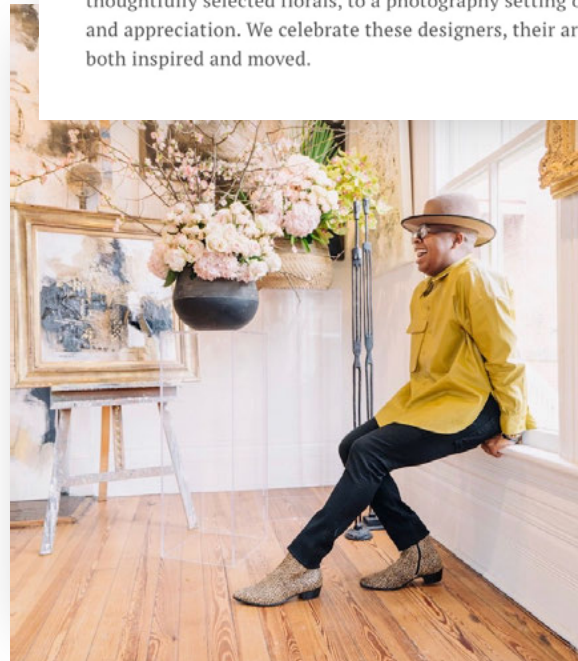


creative  
uplift  
support

## A Celebration of Black History Month

by ACCENTDECOR • 24 FEBRUARY • PHILANTHROPY • 1096 VIEWS

This February, we partnered with a talented and dynamic group of black floral designers in celebration of Black History Month. Each created stunning arrangements to beautifully illustrate what Black History Month means to them. From the featured vessels, to thoughtfully selected florals, to a photography setting of meaning, their work left us in awe and appreciation. We celebrate these designers, their artistry and voices and hope you're left both inspired and moved.



## Women Supporting Women

by ACCENTDECOR • 9 MARCH • BEHIND THE SCENES • 1443 VIEWS

Women's advocacy and empowerment has been woven within Accent Decor's DNA for many years. Among the power duo who started our company, Margaret Hofland has been a long-time advocate for females within our industry (all while raising three amazing, trailblazing daughters). So, it's no surprise that we would celebrate Women's History Month with amazing floral + event designers, plant professionals, artists and more. We asked this dynamic group to share poignant business advice from meaningful women and personal examples of female empowerment. Read their inspiring responses:



# Diversity & Inclusion

AT ACCENT DECOR

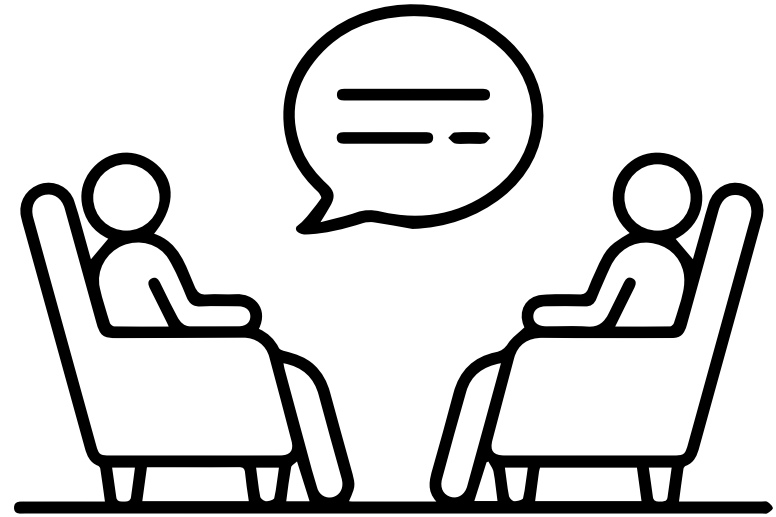


industry  
influence

# Break out session

What is the first step you would take to creating a DEI initiative in your business/workplace?

What barriers are currently preventing you from moving forward with these efforts?



# Diversity, Equity & Inclusion

