ENHANCING DIVERSITY AND INCLUSION IN HUMAN RESOURCES DEVELOPMENT WITHIN YOUR COMPANY IS AN ADDING VALUE

THE HUMAN BRAIN IS SUPERVISED BY TWO HEMISPHERES

The left hemisphere (CONVERGENT THINKING), producing rational logical answers, is used by most people.

- RATIONAL AND LOGICAL THINKING
- FOCUS ON PROBLEM SOLVING
- ALREADY WELL-KNOWN STRATEGIES FOR THE RESOLUTION OF THE PROBLEM FACED

The right hemisphere (DIVERGENT THINKING*) produces new creative ideas instead. Dyslexics show a remarkable ability to use it.

- CREATIVE THINKING
- FOCUS ON INNOVATION AND FLEXIBILITY
- SEVERAL POINTS OF VIEW ARE USED AND MANY DIFFERENT IDEAS ARE PRODUCED WHEN A PROBLEM HAS BEEN FACED


ACCORDING TO STATISTICS 7% OF THE POPULATION IS DYSLEXIC

Dyslexia is often associated with school age only, but being a neurodevelopmental disorder of genetic origin and not a treatable disease, dyslexia, instead, is acquired from birth, so you remain dyslexic also when you grow up.

Therefore, statistically speaking, 7% of your employees are dyslexic too.

BRING OUT THE FULL POTENTIAL OF YOUR HUMAN RESOURCES TWO HEMISPHERES ARE BETTER THAN ONE!

The diversity within the team are like musical notes. Alone they are sounds. Together they are a melody.

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INVESTING IN DIVERSITY AND INCLUSION WITHIN YOUR BRAND COMMUNICATION IS A WINNING CHOICE

+23% REVENUE GROWTH FOR BRANDS INVESTING IN DIVERSITY AND INCLUSION

BRAND PERCEIVED AS NOT INCLUSIVE

BRAND INVESTING IN DIVERSITY & INCLUSION

+ 23%*

2019 AND 2020 DATA CONFIRMED IN 2021

* % Difference in revenue growth for inclusive brands / Net Promoter Score

77.5% OF ITALIAN CONSUMERS CHOSE INCLUSIVE BRANDS WITH CONVICTION IN 2021

Source: Diversity Brand Index 2022 on research conducted from January to December 2021 in Italy

Acting on inclusion for us means Bringing added value to everything: people, society, our business.

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USE IT WITHIN YOUR BRAND COMMUNICATION