

# 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.

### The right hemisphere (DIVERGENT THINKING\*)

produces new creative  
ideas instead. **Dyslexics** show  
a remarkable ability to use it.

#### ● RATIONAL AND LOGICAL THINKING

- FOCUS ON PROBLEM SOLVING

#### ● ALREADY WELL-KNOWN

STRATEGIES FOR  
THE RESOLUTION OF  
THE PROBLEM FACED



#### ● CREATIVE THINKING

- FOCUS ON INNOVATION

#### AND FLEXIBILITY

● SEVERAL POINTS OF  
VIEW ARE USED AND  
MANY DIFFERENT IDEAS  
ARE PRODUCED WHEN A  
PROBLEM HAS BEING FACED




\* Source: J. P. Guilford, *Creativity*, American Psychologist, n.5/1950 – E. De Bono, *Il pensiero laterale*, Rizzoli, 1969.

## 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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**including dyslexics.**

USE IT LIKE A  
BUSINESS TOOL

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

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

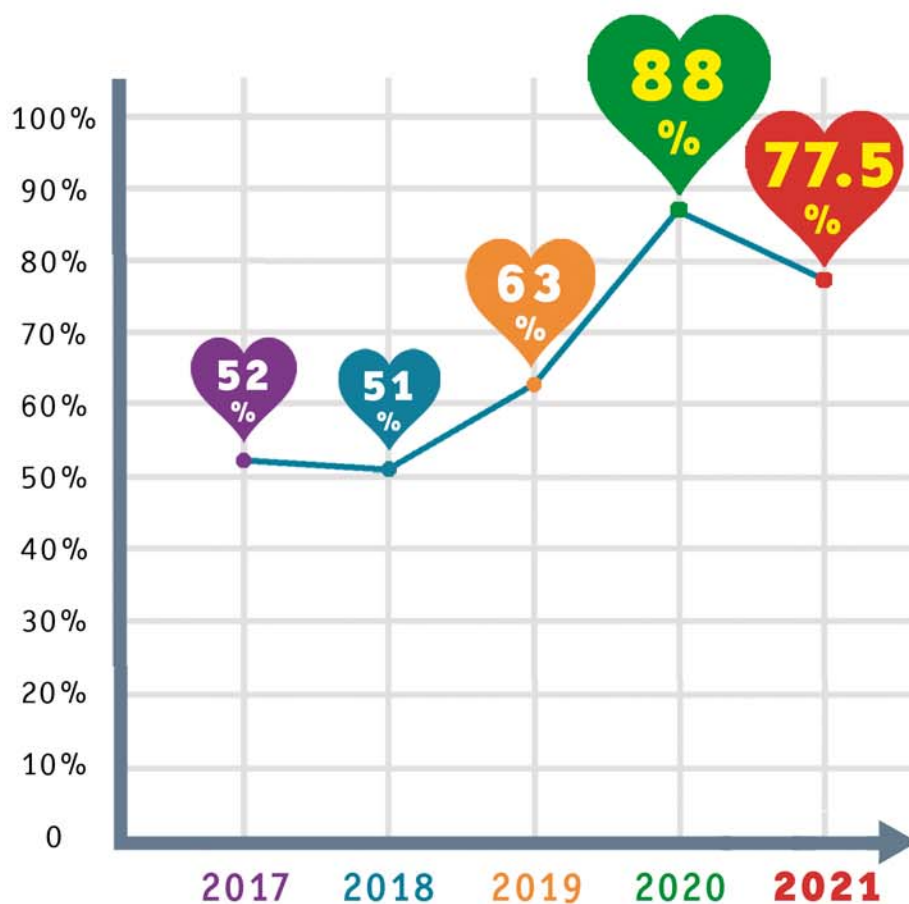


\* % Difference in revenue growth for inclusive brands / Net Promoter Score



**77,5%  
OF ITALIAN  
CONSUMERS  
CHOSE  
INCLUSIVE  
BRANDS  
WITH  
CONVINCTION  
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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**including dyslexics.**

**USE IT WITHIN YOUR  
BRAND COMMUNICATION**