

the truth about

DIVERSITY

This consumer-focused perspective draws from the multiple initiatives within McCann Worldgroup as well as “hot-off-the-press” proprietary data from MW Truth Central. It aims to inspire a thought-provoking discussion, highlighting the key attitudinal shifts we’ve seen in recent years as well as

challenging both stereotypes and deeply ingrained biases. We’re ultimately seeking to pave the way for ongoing discussion, both internally and with our clients, and to highlight solutions to the important challenge of building a more inclusive workplace and world.

Diversity Runs Deep

The new normal is diversity. However, diversity can mean many different things to different people and to successfully navigate this topic, brands must appreciate these rich cultural nuances. To truly understand modern diversity, we need to explore enduring cultural truths as well as the zeitgeist.

Implications

What can we learn from other markets in how they approach diversity?

Are we representing diversity in a culturally nuanced way for each market?

Principles vs. Reality

In principle, people overwhelmingly acknowledge the benefits of diversity. However, there’s a gulf between principles and reality. Arguably, as tensions build, the “humanity” has been stripped out of the diversity discussion. Open, honest and human conversations are vital to ensuring progress. Indeed, for many, inclusion is a baseline expectation and brands have a powerful role to play.

Implications

How do we inject humanity back into the diversity conversation?

Are the stories we tell as a part of our work truly inclusive?

Gender Today

In our study, we look to unpack some of the shifts we’ve seen in the past three years. It’s undeniable that #metoo and associated movements have made an important mark on culture. Gender is increasingly seen as a fluid idea and young people in particular are defying cultural norms. Overall, the outcome is positive, with a greater number of people demanding sustainable change and updated workplace policies.

Implications

Could we reflect new fluid ways of thinking about gender?

How do we ensure everybody feels included in the drive for gender equality?

Conscious Inclusion

The majority of people claim to be actively engaged in diversity initiatives; however, behaving in an inclusive way on a daily basis requires a concerted effort from the individual. To create lasting change requires relentless focus on creating the conditions for diversity and inclusion to thrive. This is especially important in the workplace where many people see diversity as being the key to a successful future for their company.

Truth Well Told

With every decision we choose exclusion, which makes us weak—or inclusion, which makes us unstopably powerful.