

# Diversity & Inclusion in the Global Workplace

## 2020 Research Brief

Lenovo Group Limited and Intel Corporation | Diversity & Inclusion in the Global Workplace



Lenovo

# Contents

- 3 Foreword
- 4 Introduction
- 5 Why D+I matters more than ever
- 6 The Role of Tech and D&I
- 7 Lower income groups are less optimistic that tech can create diverse workplaces
- 8 China and Brazil lead in optimism for diverse workplaces
- 9 In the US, working parents value the positive impact of tech more than non-parents
- 10 Conclusion/Key Takeaways



# Defining Diversity and Inclusion in the Global Workplace

Lenovo and Intel have a rich history of collaboration, from accelerating discoveries in AI and edge computing, to delivering world-class innovations and solutions to the market, all with the shared goal of leveraging the power of technology to improve lives globally.

Because of this mutual commitment, our two companies decided to extend their partnership and conduct a global survey, reaching 5,000 people of varied backgrounds across five key geographic markets – China, the United States, Germany, the United Kingdom and Brazil.

If done correctly, diversity and inclusion (D&I) is a results multiplier. This is not busy work; this is necessary work for companies to tap into the diverse backgrounds, viewpoints and capabilities of their employees to win in the marketplace and grow.

This joint study, “Diversity and Inclusion in the Global Workplace,” explores how people around the world view D&I in their personal and professional lives, and their perspective on the role technology plays to address systematic inequities, create more access, and enable growth. Just as we apply our engineering mindset to create the world’s leading technological innovations, we do the same with our D&I strategies, using data to inform our decisions and sharing it transparently to encourage more accountability across the industry.

Our findings show a world in which activist citizens, who highly value their personal brand, courageously call out and stand up to injustices in a very public way. They are carrying this into everything they do – including where they choose to work and how they advocate for or against brands. Results of this study show that over half of respondents from the five geographies believe that a company’s D&I policies are “extremely” or “very” important when deciding where to apply for a job and whether to accept the offer.

Part of the shifting mindset is an evolving definition of inclusion. While it is still about representation of genders, ethnicities and

orientations, this study illuminates that the concept of inclusion is evolving to include factors such as cognitive disabilities, mental health, and individuals with physical disabilities.

Tools for achieving inclusion are also evolving, as we observe a demand for mentors, allies, and sponsorship across the respondents worldwide.

The most consistent strand across all demographics is that people have higher D&I expectations of their employers than practically any other aspect of their lives – their friends and families included.

This shift increases the demand for employers to really place a priority on what their employees value. Employees of today expect the workplace to conform to them – not the other way around.

They also want employers to respect and accommodate their lives outside of work, to support their overall health and well-being and allow them to express themselves. Being heard matters – and technology plays an important role to create inclusion and belonging.

The corporate values that align to employees’ personal lives revolve around flexibility, family leave, personal leave, remote work – all of which are highly enabled by technology and connectivity.

Importantly, technology is seen as a positive force for D&I in the workplace and society in general, bridging cultural divides and promoting cross culture communication and understanding.

D&I has undergone a seismic shift; one that is holistic, expansive – and delivers on a fundamental human need to be accepted, supported, and valued. Companies should embrace this new paradigm. Our work does not stop here. It is critical we continue this research and join together as a technology and business community to create more action and progress faster. Diversity and inclusion are key to the technology industry’s evolution and is a driving force for continued innovation and growth.

*Barbara S. Whye* *Yolanda Lee Conyers*

Pictured Top Left: Yolanda Lee Conyers, Chief Diversity Officer and President, Lenovo Foundation  
Bottom Left: Image of Barbara Whye, Vice President, Human Resources, Chief Diversity and Inclusion Officer at Intel Corporation

# Introduction

## Summary of overall findings

1. People expect the workplace to work for them, not the other way around
2. Inclusion is defined differently than it was before
3. Inclusive workplaces perform better
4. Technology has the potential to be the key enabler

Pictured Right:  
Close-up image of a  
young Black woman  
in sunglasses smiling  
through a shimmer  
overlay.



# Why D+I matters more than ever



75%



59%



52%



88%



89%

A company's D&I policies and performance have become significant factors in employees' decisions about where to apply for a job and where to accept a job offer.

In fact, more than half of employees across all markets say that a company's D&I

policies are "extremely" or "very" important when deciding where to apply and whether to accept an offer. This is even higher in the US, China, and Brazil. Employees today want to know that people like them can thrive and succeed in the workplace.

# The Role of Tech and D&I



# Lower income groups are less optimistic that tech can create diverse workplaces

## Overview of findings

Lenovo and Intel's transnational research uncovers a significant disparity between income groups in the perceived benefits of technology. These differences are most notable when exploring views on the role technology plays in improving D&I in the workplace, and the flexibility tech advancements enable individuals to have.

## Tech plays an important role in improving D&I in the workplace

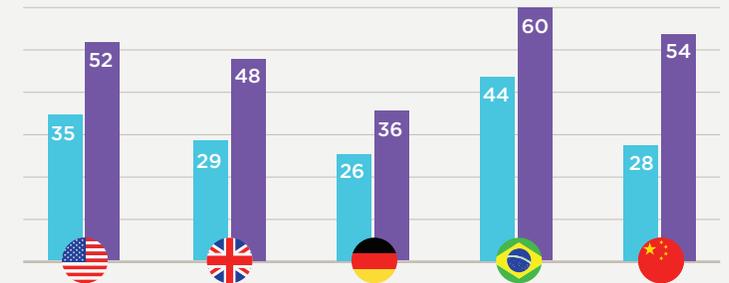
While a majority of respondents across both income groups accept technology products are enhanced when designed by a diverse team, a larger proportion of higher income earners believe in these benefits compared to lower income groups (see appendix 1). The research also finds a difference between higher and lower income groups when comparing the total numbers of 'tech enthusiasts.' This is best

demonstrated in appendix 1, which shows that higher earners in all countries (except Germany) are more likely to agree with the statement 'tech plays an extremely large role in improving D&I in the workplace.'

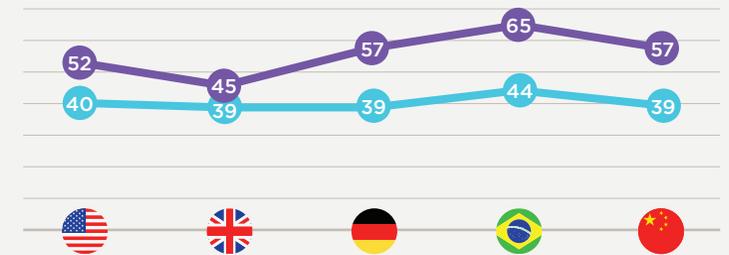
## Tech enables flexibility

There is a large disparity between income groups, regarding technology advancements enabling flexibility and remote working. The findings suggest that lower income groups, across all regions analyzed, are more pessimistic about the benefits technology brings than higher income groups (see appendix 2 and appendix 3). Apart from the 6% difference between income groups in the UK who believe technology empowers flexible working hours, every region illustrates a stark reality of the differing views on the power of tech to enable flexible working. Each region also has at least a 10% difference between income groups.

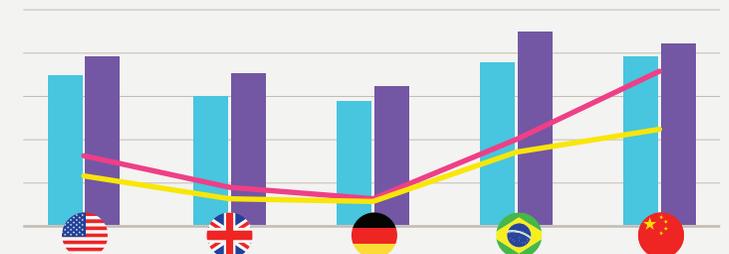
Percentage who believe that tech enables remote working



Percentage who believe tech empowers flexible working hours



Percentage who believe tech products are enhanced when made by diverse teams



- Low income ■
- High income ■
- Tech plays 'extremely large role' in improving D&I in workplace (low income) ■
- Tech plays 'extremely large role' in improving D&I in workplace (high income) ■

# China and Brazil lead in optimism for diverse workplaces

## Overview of findings

Employees today want to know that people like them can thrive and succeed in the workplace. While Lenovo and Intel's research shows employees across all five geographies find D&I efforts important in the workplace, two geographies showcased the strongest desire for increased D&I initiatives - China and Brazil. These countries also showcase the strongest optimism for technology as an enabler for D&I efforts.

## Geographical nuances on the importance of D&I

Respondents in China, Brazil and the US say a company's D&I policies are "extremely" or "very" important when deciding where to apply and whether to accept an offer, at a higher rate than the UK and Germany (see appendix 4). Additionally, a higher percentage of Chinese and Brazilian employees feel that D&I is improving their workplace, that D&I at work

has a positive impact on them personally, and want their employers to be more proactive in promoting D&I (see appendix 5).

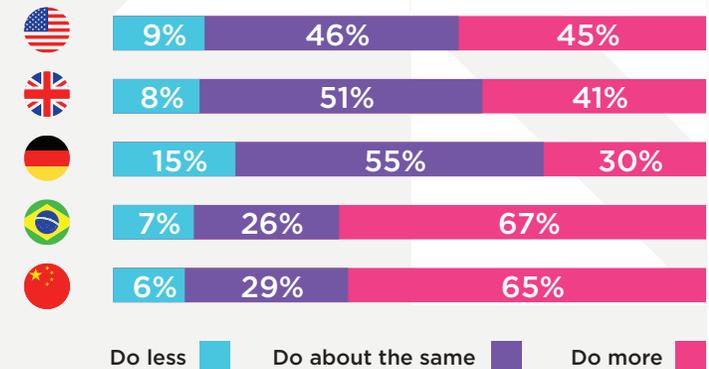
## Optimism for technology's role in increasing D&I efforts around the world

Technology's potential to facilitate human connection, understanding and empathy does not come without apprehension - people across all markets consistently worry about whether technology, including AI, could potentially silence or leave behind those historically marginalized or underrepresented. Although employees express some concerns over the harmful potential of AI, those in the emerging markets are more optimistic, with more than 8-in-10 employees in Brazil and China agreeing that AI can be used to make the workplace more diverse and inclusive, compared to about half of respondents in the US, UK and Germany (see appendix 6).

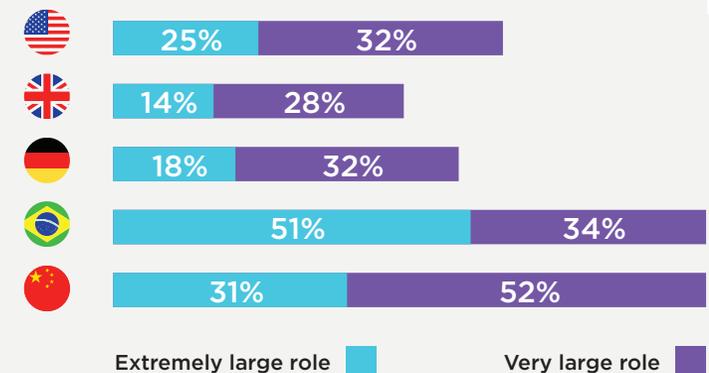


Respondents who say a company's D&I policies are "extremely" or "very" important when deciding where to apply and whether to accept an offer

## Employee beliefs on the actions employers should take to proactively advance D&I



## Percentage who believe that technology is playing an "extremely" or "very" large role in cultivating diverse and inclusive environments



# In the US, working parents value the positive impact of tech more than non-parents

## Overview of findings

During a time when working remote has become the new normal, reliance on technology and the impact it has on individuals has become more evident. Through Lenovo and Intel's research, it is apparent that while all employees appreciate the value that comes with advances in technology, in the US, parents were more likely to feel positively impacted than non-parents.

## Technology's impact on dynamic flexible work

Respondents who identified as a parent strongly agreed that advances in technology have allowed people to work in more dynamic and flexible ways in recent years compared to their non-parent counterparts (see appendix 7). When asked which

way technology has empowered them to work in more dynamic and flexible ways, parents—by a 12-point margin—indicated more flexible hours as one of the top examples compared to non-parents (see appendix 8).

## Role of technology advancements in D&I

By a 14-point margin, parents believed that technology plays a significant role in cultivating D&I in the workplace compared to non-parents (see appendix 9). When asked if people developing technology have a responsibility to create tech that makes society more diverse and inclusive, parents were more inclined to agree/strongly agree when compared to non-parents (see appendix 10).

## In which of the following ways has technology empowered you to work in more dynamic and flexible ways?

	US Parent	US Non Parent
Working more flexible hours	50%	38%

## Agree or Disagree: Advances in technology have allowed people to work in more dynamic and flexible ways in recent years?

	US Parent	US Non Parent
Strongly agree	56%	48%
Somewhat agree	39%	46%

## How big of a role do advances in technology play in cultivating diverse and inclusive environments in the workplace?

	US Overall	US Parent	US Non Parent
Extremely large role	25%	32%	19%
Very large role	32%	32%	32%
Somewhat large role	28%	25%	30%
Not that large of a role	10%	7%	12%
No role at all	6%	4%	7%

## People developing technology have a responsibility to create technology that makes society more diverse and inclusive.

	US Overall	US Parent	US Non Parent
Strongly agree	43%	48%	40%
Somewhat agree	44%	43%	44%
Somewhat disagree	8%	6%	9%
Strongly disagree	5%	3%	7%

# Conclusion/Key Takeaways

- Technology has the potential to be the great enabler.
- We have learned through the pandemic that tech is an essential resource, helping to create strong, healthy and connected communities.
- The developing world needs tech more than ever to level the playing field. And it is here – in countries such as China and Brazil – where we see the highest value placed on technology in terms of its D&I impact.
- We can all learn from this – the evidence is unequivocal.

Pictured on Right:  
Young, Caucasian  
girl looks down at  
square blocks she is  
arranging on a table

