



These Companies Are Rated Best for Diversity & Inclusion by Their Employees

Human Times

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“Virtue can only flourish among equals.”

Mary Wollstonecraft

The year of 2020 has proved to be a seminal year for how companies tackle Diversity & Inclusion (D&I) issues in their workforces, supply chains and entire outlook. Following on from the violent death of George Floyd in America, and the large-scale, highly charged protests and unrest that followed across America and the globe, organisations were galvanised to act. No longer would vague aspirations, hollow statements of intent and woolly targets suffice. The world wanted and expected deeds to match platitudes.

Every single person and organisation was encouraged to examine the issues of systemic racism, diversity and inclusion and assume some personal and corporate responsibility. Along with Covid 19, D&I has been the key driver of news featured in [The Human Times](#), the free early morning industry summary read by thousands of HR executives.

Now a measurement tool has been launched to help judge how companies are performing against their renewed yardsticks. Glassdoor from its early beginnings of essentially being a TripAdvisor of workplaces has evolved into a respected global employee insights business that sold in 2018 for US\$1.2bn. The company who first



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came to prominence by facilitating employees to rate employers anonymously on their website, has recently introduced a D&I rating in addition to its existing scoring factors.

Glassdoor explained the thinking behind the launch: “We have launched new company diversity and inclusion ratings to give job seekers the insider view on which companies are really making a difference. These new product features come as 72% of UK job seekers and employees surveyed today report that a diverse workforce is an important factor when evaluating companies and job offers.” Undoubtedly, if the rating opportunity is widely taken up by Glassdoor users, companies will be keen to score highly and extremely concerned if they rank well below the average.

Early results where scores have been allotted across leading corporations on a maximum five-point scale are showing as follows:

1. Salesforce	4.6
2. Google	4.4
3. Accenture	4.2
4. Facebook	4.2
5. Amazon	4.1
6. Starbucks	4.1
7. Target	4.1
8. Apple	4.0
9. Deloitte	4.0
10. Walmart	3.7

[Salesforce](#), who describe themselves as the world’s No.1 CRM business, will be pleased at its early showing. On its website it is clear and precise about where they are and where they are headed. Salesforce currently has 47.4% of its workforce made up of underrepresented groups and is committed to lift this to 50% by 2023. It pledges to **double** the number of black leaders within the workforce by 2023.

The [website also provides good visibility](#) on the gender, race and ethnicity current workforce percentages and the company declares: “Creating a culture of Equality isn’t just the right thing to do; it’s also the smart thing. It empowers us to innovate, build deeper connections with our customers, and ultimately become a better company.”

[Google](#), who are nudging the top of Glassdoor’s table, provide a full D&I annual report on its website but prefers to major on the progress that has been made since their first Diversity Annual Report in 2014 than trumpet a list of short-term objectives it is aimed at. Its overriding message is: “We need a workplace that creates a sense of belonging for everyone.”

They put some D&I meat on these bones here: “We are building a robust, diverse talent pool to support our industry’s growth. By providing computer science education from primary school through university we are growing the next generation of Black and Latinx tech leaders through various programs to help jumpstart careers in technology at Google and beyond.”



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[Apple](#) reveals that 53% of new recruits in the U.S. are from traditionally under-represented groups, noting that those groups include women. In June 2020, as reported in the [Human Times](#), Apple's D&I chief Christie Smith left the tech giant shortly after the company announced a \$100m Racial Equity and Justice Initiative.

[McDonald's](#), who do not figure at present in Glassdoor's top ten, are one of the few surveyed that explicitly state that the events of 2020 have given them fresh impetus in tackling D&I shortcomings in their own organisation.

“This public outcry has not only heightened our sense of responsibility but has also led us to renew our commitment to equality and our need to champion changes that drive equitable opportunity for all,” it says.

There is work ahead as in October 2020 a proposed class action was announced by black franchisees alleging that the fast-food giant steered them to underperforming stores.

[Walmart](#) may be disappointed to see themselves at the foot of Glassdoor's selected top ten in this early showing, but it must be appreciated that the world's largest retailer has 1.4m current employees to please against Salesforce's circa 50,000. Its website offers clear numbers on gender and racial breakdowns of the workforce and also highlights the philanthropic initiatives it has and is making in this area. However, as [Human Times](#) reported in June 2020 the share of black executives at the retailer had declined since 2015.

Walmart's message is clear: “We believe we're stronger as a company and a country when people are included, heard and empowered. Our company has long embraced diversity and inclusion, and those principles are at the core of our values. As we continue to make progress, we encourage an ongoing and open dialogue—one between our associates, customers, suppliers and communities around the world—so that we can reach the best of what we can be.”

The challenges are no less acute in B2B organisations. The Big Four accountancy firms in the UK have acknowledged there is much to do after a report found that only 11 out of 3,000 equity partners across all four firms are black. [PwC](#) has already announced steps including mandatory unconscious bias training for all staff. [KPMG](#) has pledged to at least double the number of black partners and directors at the firm within two years and train its bosses on building inclusive teams.

[Deloitte](#) told its 20,000 UK employees that it will aim for 3% of its partnership to be black by 2025, with 12% of partners to be from BAME backgrounds. [EY](#) also said that as part of its existing target for 20% BAME partners by 2025, it will aim to ensure 3% of partners are black.

“Diversity and inclusiveness are not ‘nice to haves’. They are business imperatives,” states EY.

Organisations may find that by vigorously declaring their commitment to social equality and detailing quantifiable targets will ease immediate pressure on them but will also find themselves being held to account in the future. Glassdoor's D&I ratings will be



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something employers will have to monitor closely, and employees will increasingly find it a valuable tool. Expect more public checks on performance and progress in this area.

Martin Knight, [Industry Slice](#)



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+44 (0) 207 186
1060



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