

Prioritizing Gender Equality in the Workplace

Joao Couto

General Manager Marketing & Operations, Microsoft GY

Business case

Marketplace, workplace, innovation

\$40T

global spending power of women

\$3.6T

spending power of LGBTQI+ consumers globally

\$1.7T

spending power of Black/African American consumers in the US alone

58M

Latinx in US are the largest consumer audience nationwide

1B

more than 1 billion people with disabilities

72%

of millennial employees would leave an organization for a more inclusive one

\$200K

cost of losing and replacing one Microsoft employee

35%

diverse companies more innovative, outperform competition by 35%

Geopolitical case

Globalization, legislation, activism

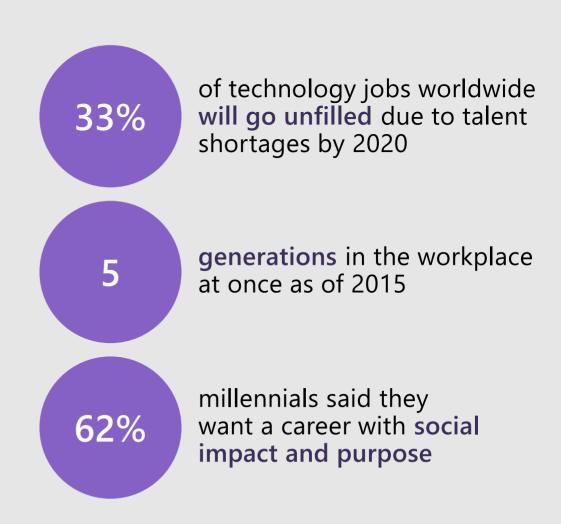
More global and complex environment

More countries are legislating diversity & inclusion

Significant generational demographic shifts

More employees are bringing a greater diversity of beliefs, values and motivations

Employees expect their employers to take a stance on social issues, and increasingly using activism to push for change



We're accountable to our commitments

The demographics of our workforce will continue to serve as one measure of our progress toward a more diverse and inclusive Microsoft, and our contribution to the diversity of the tech industry.

There is another part of our journey that yearover-year data can't convey: the depth of our commitment and the range of programs in place to keep diversity and inclusion at the heart of the work we do.



DIVERSITY AND INCLUSION REPORT 2019





Leadership sets the tone



Diversity > Gender



Merit as Foundation



Inclusion is key



Preparing us for the workplace of tomorrow