

## TOP 10 WAYS BUILDING, COMMUNITY, & CULTURE (BCC) CAN BENEFIT YOUR ORGANIZATION



Diversity generates different and new ideas and solutions for your company's challenges.

Companies with greater belonging, community, & culture *have lower turnover rates by creating a sense of belonging.*

Focusing on inclusion can increase empathy for others and creates brave spaces for all.

BCC helps team members feel safe, respected, connected, and empowered.

Diversity can open lines of communication with staff and can lead to a wider range of options for improved decision making.

A BCC environment nurtures innovation and creativity when individuals with different backgrounds and perspectives come together.

When a company is inclusive and provides a welcoming environment for team members, it can enhance an organization's reputation *and make it a more desirable place to work.*

Organizations that educate employees, respond to and address bias-related events that cause an unconscious bias, help develop positive long-term behavioral elements and break down unconscious biases and short-term behavioral elements.

Research has shown that organizations can see an increase in patient/resident satisfaction for organizations perceived as being committed to BCC.

Incorporating BCC into the workplace has been shown to decrease employee turnover, increase profitability, and overall outperform those companies that do not have BCC integrated in their organization.