

# DIVERSITY EQUITY & INCLUSION

PANEL DISCUSSION



**2021 CONFERENCE**



**OCTOBER 3-6 | NASHVILLE, TN**

# MEET THE PANEL



**Ellen Voie**

President & CEO

Women In Trucking  
Association



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CEO

GLT Logistics

**Moderator: Rueben Stokes**  
Justice, Equity, Diversity & Inclusion Subject  
Matter Expert





# DIVERSITY, EQUITY & INCLUSION

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## DEFINED



# DEI: No Fluff!

**NOT POLITICAL!!**



**NOT WINDOW  
DRESSING!!**



**YES!! BUSINESS  
STRATEGY**



In summary, DEI is a proven business strategy. Consider for a moment that:

↑ 20%

Enhancement to team innovation from cognitive diversity

2.3x

Better cash flow per employee

↑ 19%

More Revenue from Diverse Management teams

21%

More likely to outperform on profitability from highly gender-diverse Exec Team

87%

Better at Decision Making for diverse teams

1.4x

More Revenue at Inclusive Companies



## PANEL QUESTION I:

What are the 3 biggest challenges facing our industry today?





## PANEL QUESTION 2:

As a solutions tool, how can DEI help you address these challenges?



# A further explanation....

## EQUALITY



### EQUAL TREATMENT

Assumes everyone benefits from the same supports

## EQUITY



### EQUITABLE TREATMENT

Everyone gets the support they need

## JUSTICE



### JUSTICE

Inequality addressed & systematic barriers removed





## PANEL QUESTION 3:

Share an example of:  
Equality versus Equity  
and  
Equity versus Justice



# Let's talk about **biases**.

Natural | Built-In | Good vs. Bad



## PANEL QUESTION 4:

Describe an example of a **BIAS**, how to recognize it and how to overcome it.



# Q&A! Let's chat.



# Call To Action

- Recognize DEI as a Business Strategy (Imperative)
- Make DEI Success Personal and Intentional
- Have Courageous Conversations
- Acknowledge Your Own Blind Spots (Unconscious Biases)

