![diversity atlas — By Cultural Infusion]

"Diversity data for bottom line growth"

*Diversity data
=
the new ROI for HR*

Pakistan Diversity Data Roundtable series 2024

Cutlural Diversity data survey overview report

35

participants

21 Men
14 Women

Top 3 priority comments

- Belongingness
- Foster open communication, diverse hiring practice.
- Create more awareness around diversity and inclusion.

80.0% believed their workplace was inclusive of people from all backgrounds

97.2% felt included in their workplace

Broad participant overview

Total number of attributes for each key pillar

7 Cultures

7 Ancestral Heritages

14 Languages & Dialects

Languages

Average languages spoken

Women **2.1**

Men **2.8**

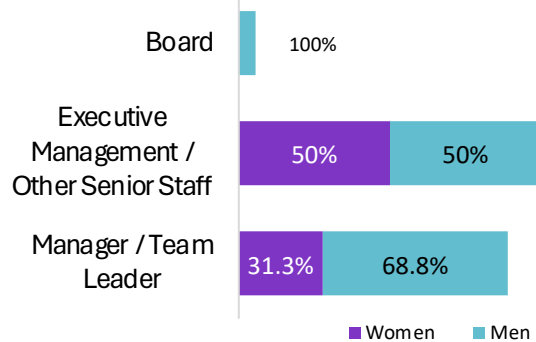**Urdu and English are the most common selections at 'advanced' proficiency**

Average age

Women **34.6**

Men **37.7**

Position level by gender

- Board — 100%
- Executive Management / Other Senior Staff — Women 50%, Men 50%
- Manager / Team Leader — Women 31.3%, Men 68.8%

■ Women ■ Men

Tertiary education by gender

Women **100%**

Men **100%**

Prefer not to answer (PNTA) benchmark rates

Long-term Conditions	22.9%
Gender	0%
Sexuality	**31.4%**
Religion / Worldview	8.6%
Appearance	17.1%

Long term conditions

- 14.3% — People with LTCs
- 62.9% — None
- 22.9% — Prefer not to answer
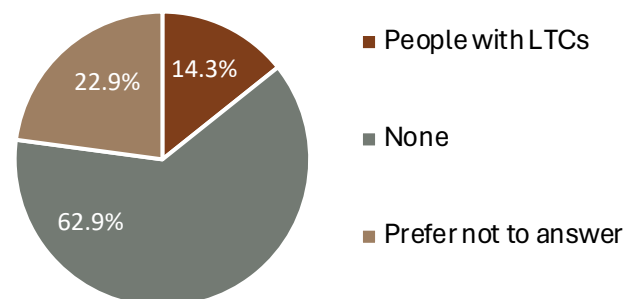
^ Long-term conditions, from our drop-down list, comprising ongoing conditions that affect activities and/or interactions. They may be considered disabilities, medical conditions, states of being or other markers of identity.

Cultural and / or Social Identity Prioirities

My religious and/or spiritual beliefs	**25.7%**
My education	**25.7%**
My country of residence	17.1%
My interests / hobbies	11.4%
My country of birth	11.4%

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Who were the participants?

Participants were derived from a group of HR professionals and business leaders invited to a series of roundtable events organised by Diversity Atlas and ConnectHR. The goal was to discuss diversity data, and how it can help companies grow their profits into the long term. Along with this survey, participants were asked to give feedback on the current challenges faced in their roles in these areas, and more broadly around Diversity, Equity, & Inclusion.

What does this data tell us?

The data from this survey tells us that while women are better represented in this cohort (40%) than they are in the Pakistani workplace (~10%*), they are still under-represented compared to census data (48.7%*). In line with this statistic, it is telling that many free text responses made mention of 'gender-inclusive hiring practices' and 'more inclusive spaces for women'.

What are some of the key takeaways?

This survey also highlighted other areas of exclusion in existing systems. Among this cohort, there were 14 language selections at various proficiencies. The Pakistani census only presents data on up to 8 languages*, lumping all other selections into 'Other' at time of presentation. Naturally, this creates feelings of exclusion, like someone doesn't belong, and so the sense of 'belonging' that is being called out for by multiple respondents is not surprising.

A final comment should be made on the high rate of 'Prefer Not To Answer' for Long-Term Conditions (otherwise known as 'Disability'). Despite an extensive list of available options, and in line with the discussions held during the events – there is a deep-seated taboo and fear of identifying one's conditions, due to the belief that it may be cause for discrimination and denial of recruitment and advancement opportunities. That respondents felt that same concern when answering this anonymous survey speaks to a deeply-held social taboo in the workplace around acknowledging, accommodating, and celebrating people with a disability. Many discussions on the topic revealed that often hiring people with disabilities is done in a tokenistic or showy manner, with limited viable pathways or support given to those hired to progress or integrate deeply within the company. This is one of many areas in which Diversity Atlas surveys can increase visibility to enhance inclusion for more people.

Why measure diversity?

At Diversity Atlas, we believe great things happen when everybody counts. This series of events highlighted local and global case studies that made it clear that inclusive workplaces (ones that hire, promote, and celebrate people from a diverse range of backgrounds and lived experiences) consistently outperform and outlast their mono-cultural and regressive competitors. Jeff Bezos, renowned CEO of Amazon, is quoted as saying, "it's not only that diversity and inclusion are good for our business. It's more fundamental than that — it's simply right."

As companies and societies move to become more inclusive, they are all struggling with the same underlying problem – they don't know who they are, what their cultural diversity currently looks like, or who is currently being excluded from their organisation. This is the problem Diversity Atlas has been solving for clients like AWS, UN WFP, PSA BDP, and many other organisations across the full spectrum of industries. With the world's only complete dataset of human diversity (over 42,000 attributes in total to choose from), Diversity Atlas's simple and voluntary self-ID survey makes it easy to collect data in a way that is engaging and effective for any workforce.

Free benchmark report

Want to better understand where your company stands in its journey to collect and act on meaningful diversity data?

Take our free health-check to receive a customised report to accelerate your DE&I data journey today.

Visit https://diversityatlas.io/healthcheck/

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Event memories

Event details brochure

Lahore Roundtable attendees

Multan Roundtable attendees

Islamabad Roundtable attendees

Faisalabad Roundtable attendees