

THE BUSINESS CASE FOR EQUITY, DIVERSITY AND INCLUSION 2025

The IMPALA EDI Business Case 2024 showed that EDI is both ethical and practical, helping small teams improve decisions, creativity, retention, and audience reach. In 2025, we'll build on this with new research and examples to show how inclusive cultures unlock these benefits.

WHY EDI MATTERS



Inclusion boosts performance

Inclusive teams innovate more, share ideas freely, and engage audiences effectively.



Diversity strengthens talent and creativity

Broader perspectives → better problem-solving & stronger connection with diverse audiences.



Risk reduction & sustainability

Fair workplaces → lower turnover, higher morale, long-term resilience.

KEY INSIGHTS FROM 2025

- Diverse teams don't automatically perform better – inclusion is essential.
- Psychological safety + fair processes + strong leadership = high-performing small teams.
- Inclusion amplifies experimentation, idea-sharing & audience engagement.

HOW SMALL TEAMS CAN STRENGTHEN THE BUSINESS CASE



Focus on an inclusive climate

Promote psychological safety and fair processes to encourage creativity, collaboration and knowledge sharing. Small teams can quickly create inclusive practices, for example in meetings, project planning and feedback routines.



Target complex & collaborative work

Diversity has greatest impact in creative tasks, e.g. music production, artist development & audience engagement.



Embed skills & systems

Multi-part, hands-on workshops are more effective than one-off events. Integrate inclusion into daily operations: hiring decisions, promotions, and team feedback.



Measure what matters

Track retention, engagement, representation, and team satisfaction.



Celebrate real progress

Recognise successes beyond business metrics – fairness & collaboration matter.

List of sources:

[IMPALA \(2024\). The Business Case for Equity, Diversity and Inclusion.](#)

[Culture Amp \(2024\). The State of DEI in European Workplaces.](#)

[Wallrich et al. \(2024\). Team Diversity Meta-Analysis.](#)

[Systematic Reviews of Diversity & Anti-Bias Training \(2022–2024\).](#)

[PMC Article \(here\)](#), [Population Review \(here\)](#) and [ScienceDirect Article \(here\)](#)

**Inclusive teams
=
the engine for
lasting impact**