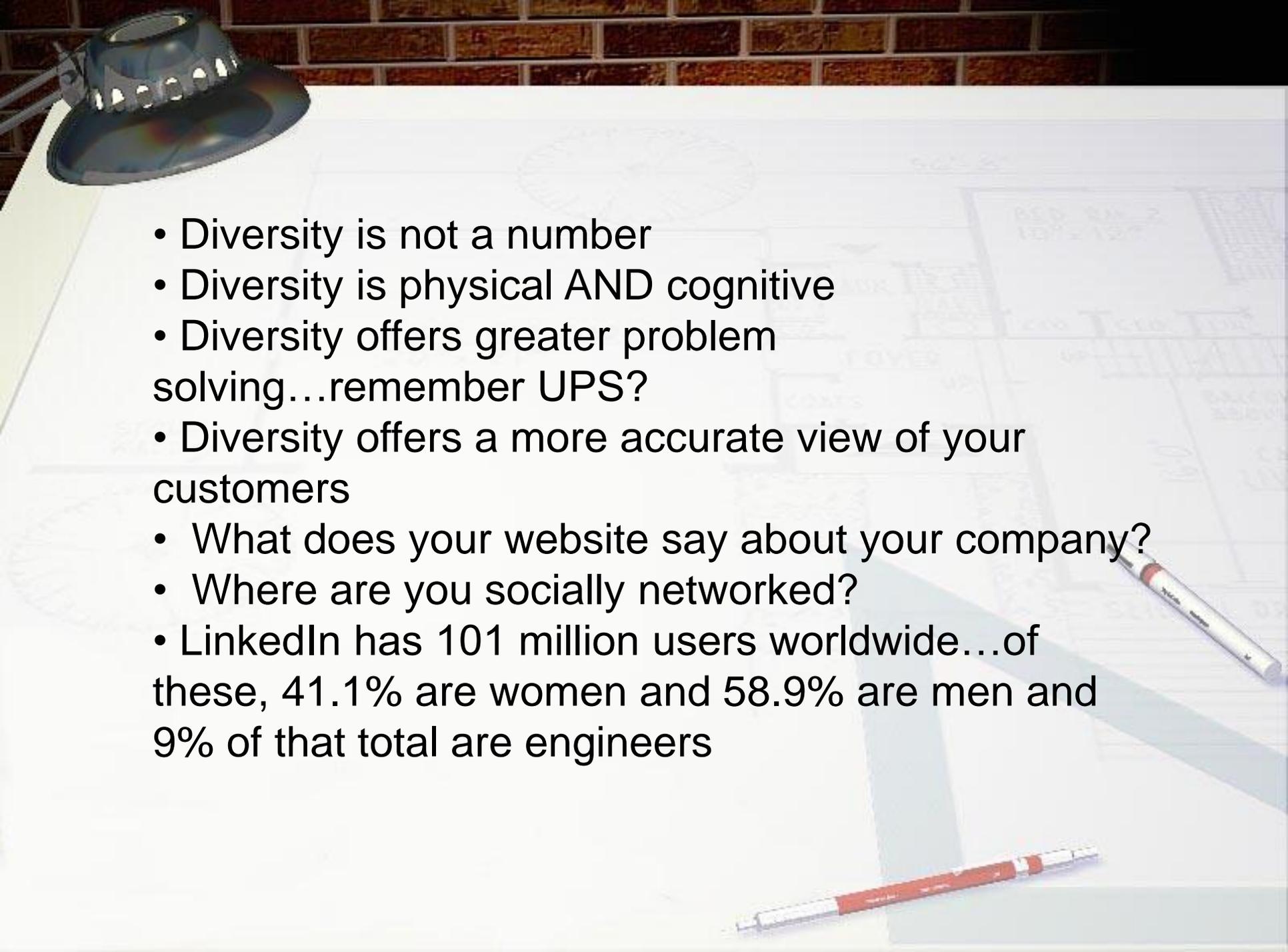


The background of the slide is a detailed illustration of a workspace. At the top left, a silver desk lamp with a perforated shade is positioned over a white surface. Below the lamp, a yellow ruler with black markings is placed horizontally. To the right of the ruler is a silver compass. Further right, there are three white markers with colored caps: a green one, a blue one, and a red one. The entire scene is set against a light blue background that features a faint architectural blueprint. The blueprint includes various lines, circles, and text such as 'STONE WALL', 'BED RM 2 10' x 12'', and 'LAUNDRY'. A large, light blue arrow points from the bottom right towards the center of the slide.

What is Diversity and Why does it matter?

Laura Paddock
Manager of Talent Acquisition
TVA



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- A desk with a lamp, a brick wall, and architectural blueprints. The scene is lit by a desk lamp in the top left corner. The background is a brick wall. The desk surface is covered with architectural blueprints. Two pens, one red and one silver, are visible on the desk. The text is overlaid on the blueprints.
- Diversity is not a number
 - Diversity is physical AND cognitive
 - Diversity offers greater problem solving...remember UPS?
 - Diversity offers a more accurate view of your customers
 - What does your website say about your company?
 - Where are you socially networked?
 - LinkedIn has 101 million users worldwide...of these, 41.1% are women and 58.9% are men and 9% of that total are engineers

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- A desk with a lamp, a ruler, and pens. The background is a brick wall. The desk is white and has a lamp on the left, a ruler on the right, and two pens (one red, one silver) on the right. The text is in the center of the desk.
- Before you can diversify, educate yourself and those around you
 - Learn about companies that have ERG (Employee Resource Groups)
 - Have a collegiate recruiting strategy and invest in a robust intern program
 - Utilize social media and networking tools to create an employment brand that tells a story of diversity that reflects your workplace