

Diversity Equals Revenue

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The business case for inclusive leadership, without the slogans.

“Diversity is not a moral argument your CFO has to tolerate. It is a revenue argument your CFO should be leading.”

IDEAL FOR

- Boards and executive teams rethinking their DEI posture
- Revenue and go-to-market organizations expanding into new customer segments
- Industry conferences that need a substantive talk, not a lecture

WHAT AUDIENCES LEAVE WITH

- The three mechanisms by which inclusive leadership drives top-line growth
- Where most DEI programs fail the business case and how to fix them
- How to connect talent, customer, and market strategy into one revenue story
- A self-assessment for leaders who want results, not performative wins

HOW IT IS DELIVERED

KEYNOTE

45 to 60 minutes

BOARD SESSION

90 minutes, closed door,
strategy-focused

LEADERSHIP WORKSHOP

Half-day, includes a
revenue-mapping exercise

WHY THIS TALK, FROM THIS SPEAKER

Published in Forbes Business Council, CityBiz, and Medium. Awarded the Ellen O. Tauscher Distinguished Service Award for measurable community and business impact.

TO BOOK DR. VIC BAKER

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