

# Diversity and Inclusion in the workplace - Apple



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[Apple - Inclusion and diversity](#)



## Customer Relations

When customers can easily relate to a company, it strengthens relationships. Apple knows their consumer base is global and, **with a diverse workforce, Apple can better relate to the customers they serve.** With employees from **different races, ethnicities, and genders**, tech companies can more accurately cater to the growing diversity within their consumer bases.

Apple is no stranger to diversity in the workplace. In fact, Apple's new hiring motto is "**Inclusion inspires innovation.**" The company is living by this motto by ensuring it creates the **most diverse work environment possible.** It is making gender equality in the workplace a top priority as well.



## Diversity Encourages Creativity

Just like Apple's motto says, **diversity truly encourages and inspires workplace creativity**, which is crucial to the **tech industry**. If a tech company hires employees with the same backgrounds, educations, and experiences, the result is very single-minded ideas. **Single-mindedness in the tech world also stagnates a company's competitive edge.**

## Economic Growth

An overarching advantage of workplace diversity is the fact it **promotes economic growth**. When industries diversify their workforces, it creates employment opportunities for a larger number of candidates. The key to any business's success is finding the most qualified talent possible. By increasing its recruiting outreach, Apple has some of the most talented tech geniuses in the world on staff.