

INDUSTRY  
**DIVERSITY**  
REPORT

**THE 5 FORCES THAT  
DRIVE EMPATHY:**

THE GATEWAY TO  
DIVERSITY & INNOVATION

**DIVERSITY:  
THE NEW NORMAL**

THE NEW WAVE OF ACTIVATING  
DIVERSITY WITHIN YOUR INDUSTRY IS  
A VERY NECESSARY STRATEGY.





# A PERSONAL NOTE

First and foremost,

Thank you for lending me your two most valuable assets: your Time & Mental Acuity! Since these two valuable assets are constantly being pulled from us everyday, I made sure the information presented in this report will not only catapult your business and ideas towards sustained success, but Empower and Encourage you as well!

There's an exciting wave moving within every industry and is giving life to Organizations and Leaders all over the world; **Diversity!**

My mission is to keep you informed and give you the strategies to keep you ahead of this exciting new era!



*Dario Philippe*

# THE 5 FORCES THAT DRIVE EMPATHY

## THE GATEWAY TO DIVERSITY & HUMAN/BUSINES SYMBIOSIS

### THE CHRISTMAS TRUCE:

It was Christmas Eve, December 24th and the year was 1914 in West Flanders Belgium. World War 1 was already in its 5th month and millions of soldiers lay thinking about their families and how much they would much rather be home instead of a muddy cold trench with dead soldiers between opposing forces.

As midnight approached, the English soldiers noticed the Germans lighting candles on a few Christmas trees that were sent through care packages to the solders.

Then, a familiar sound started to emerge...

It was the sound of thousands of German soldiers singing "Silent Night" and other Christmas songs. Suddenly, soldiers from both sides crawled out of their trenches to join in on the singing and soon shook hands.



Within an hour, hundreds of soldiers who were once fully engaged in the bloodbath of war, were now tearfully sharing pictures of their wives and children and embracing each other while singing Christmas carols.

The word of this reached the generals and higher ranks from both sides and the engagement was immediately put to an end

. This historic glitch in warfare is known as; ***"The Christmas Truce"***.

At ID Bright Inc, Dario Philippe created ***“THE FIVE FORCES THAT DRIVE EMPATHY: THE GATEWAY TO DIVERSITY & INNOVATION”*** based on what took place on that faithful Christmas Eve night which almost ended World War 1.

The 5 forces that drive empathy was created to show the process that takes place to create empathy between people within the workplace and organizations. Empathy breaks the barriers of understanding and communication. Empathy forces alliances and partnerships. Empathy is at the core of every thriving relationship and draws bridges for connection and these 5 forces are the components of empathy.

## THE 5 FORCES THAT DRIVE EMPATHY<sup>©</sup>



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# **THE 5 FORCES THAT DRIVE EMPATHY: AN OVERVIEW**

## **1. ENGAGEMENT**

One of the most powerful components of human relation is communication. Communication consists of the verbal, non-verbal, and visual mechanics of human interaction. Communication is a prerequisite for building solid relationships.

## **2. UNDERSTANDING**

A core component toward creating genuine relationships is understanding. Through the sharing of personal experiences, we find that most people's fears, concerns, and hopes are no different from one another. We've all felt betrayed, lost a loved one, experienced pain, or shared similar experiences throughout our lives. This ability to feel what others have experienced causes people to drop their preexisting prejudices and opens ground for us to gain a clearer understanding of the perspectives and perceptions of others.

## **3. VULERNABILITY**

Vulnerability is allowing others to freely partake in your personal experiences and feelings. Vulnerability can be very uncomfortable because it causes people to either revisit or for the first-time experience emotions that are often ignored and lay dormant. Vulnerability is the bases for a trusting and thriving relationship.

#### **4. TRUST**

Trust is the assurance that another will not betray you if they are given the opportunity. Trust removes the need to hide or withhold one's true intentions and feelings. Furthermore, trust is the driving force that enables people to be protectors of one another.

#### **5. CONNECTION**

Connection supersedes empathy. Connection is the ultimate picture of people dropping their perceived assumptions, prejudices, and reservations for others to form genuine relationships which form reliable partnerships and a community of co-existence.

# DIVERSITY

## *The New Normal & Economy*

### A NEW ERA: SOCIAL SCIENCE

The Social Science “Diversity” is the new Normal and Economy!

And if this social science isn’t leveraged within your Business, Creative Process, Artistry, workplace culture, Customer Acquisition, and the way you ultimately market, you will fail in this innovative and ever changing economy. The side effects can range from a drop in corporate moral, poor team/dept collaboration, lack of productivity and innovation, and most importantly, it stifles profit margins.

A Diverse Workplace has extreme economic and cultural benefits. According to McKinsey, companies in the top quartile for racial/ethnic and gender diversity are more likely to have financial returns above their industry peers. Culturally diverse companies yield greater workplace satisfaction.

This new wave of activating Diversity within your workplace is a very necessary strategy and brings growth and excitement to your overall outcome!

#### THE POWER OF THE MULTICULTURAL CONSUMER DOLLAR

Categories where Consumers of Color exert outsized influence on total spend

CATEGORY	SPEND BY CONSUMERS OF COLOR	TOTAL SPEND	% OF TOTAL SPEND ATTRIBUTABLE TO CONSUMERS OF COLOR
 DRY VEGETABLE & GRAINS	\$472.3M	\$941.2M	 50.18%
 BABY FOOD	\$817M	\$1.9B	 42.76%
 PERSONAL SOAP & BATH NEEDS	\$1.3B	\$3.04B	 41.64%
 FRESHENERS & DEODORIZERS	\$774.1M	\$2.02B	 38.29%
 SHELF-STABLE JUICES & DRINKS	\$2.3B	\$6.2B	 37.51%

Note: ‘Consumers of Color’ includes African-American, Hispanic and Asian consumers, as well as those consumers identifying as ‘Other.’  
Source: Nielsen Homescan. Total U.S. 52 Weeks ending 12/30/17.

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## WOMEN BUYING POWER: \$20 TRILLION

(source: Muhtar Kent, Chairman of the Board and CEO, The Coca-Cola Company, October 2010)

Without a shadow of a doubt, many can agree that this current time is the era of the Woman. With women holding leadership positions within some of the most successful companies around the world and spearheading great changes within the political realm, women play a vital role in our everyday lives. Thus, its recently been revealed that women create and influence more than a quarter of the world's wealth to upwards of \$20 trillion globally and \$11 trillion in the U.S. alone.

### *Consumer Purchases by Women*

Women account for 85% of all consumer purchases:



(Source: Yankelovich Monitor & Greenfield Online)

Within the past five years, many publications are highlighting this emerging movement of women business leaders and their achievements. Shavon Lindley; an award-winning career development and mentorship strategist stated within Entrepreneur Magazine "*As women have infiltrated the sphere of management, it has become clear that women offer a different perspective and a way of working with and managing people that can produce the same successful outcomes or better*".

## THE BLACK BUYING POWER: \$1.2 TRILLION

(source: Nielsen homescan, The Nielsen Company, February 2018)

According to a recent Nielsen report, Black consumers are speaking directly to brands in unprecedented ways and achieving headline-making results. Through social media, Black consumers have brokered a seat at the table and are demanding that brands and marketers speak to them in ways that resonate culturally and experientially—if these brands want their business. And with African Americans spending \$1.2 trillion annually, brands have a lot to lose.

### THE POWER OF BLACK DOLLARS



Categories where the percentage of Black spending is greater in proportion to their population (14%)

CATEGORY	BLACK SPEND	TOTAL SPEND	% OF TOTAL SPEND ATTRIBUTABLE TO BLACK CONSUMERS
 ETHNIC HAIR & BEAUTY AIDS	\$54.4M	\$63.5M	 85.65%
 WOMEN'S FRAGRANCES	\$152M	\$679.4M	 22.37%
 FEMININE HYGIENE	\$54.1M	\$257.3M	 21.04%
 MEN'S TOILETRIES	\$62M	\$308.3M	 20.10%
 PERSONAL SOAP & BATH NEEDS	\$573.6M	\$3.04B	 18.89%

*"Our research shows that Black consumer choices have a 'cool factor' that has created a halo effect, influencing not just consumers of color but the mainstream as well,"* says Cheryl Grace, Senior Vice President of U.S. Strategic Community Alliances and Consumer Engagement, Nielsen. *"These figures show that investment by multinational conglomerates in R&D to develop products and marketing that appeal to diverse consumers is, indeed, paying off handsomely."*

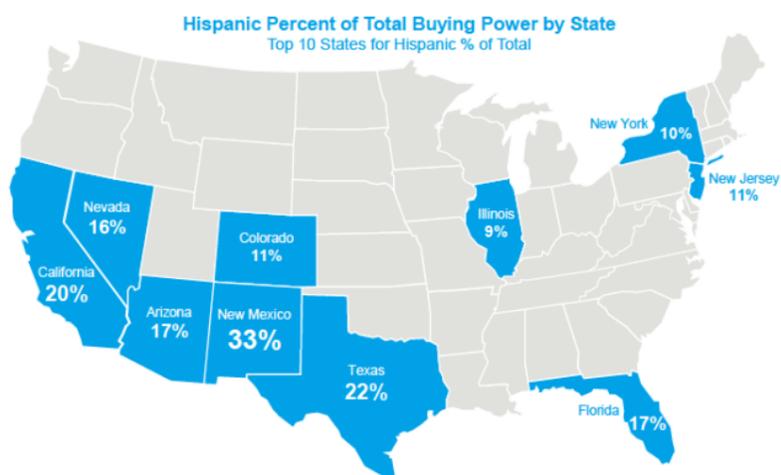
## THE LATINO/HISPANIC BUYING POWER: \$1.4 TRILLION

(source: Selig Center for Economic Growth, Terry College of Business, June 2016)

According to a Nielsen study, Latino/Hispanic consumers are young, digitally connected and socially engaged. For brands and marketers, connecting with this important and growing consumer segment requires action now. And tapping into technology and community values will play a big role in how businesses engage with Latino/Hispanic consumers today and in the future. Hispanic buying power reached US \$1.4 trillion in 2016, which makes them the most dynamic and fastest growing segment of the U.S. consumer economy. The top 3 US states where Hispanic buying power is concentrated the most are New Mexico, California, and Texas with 33%, 22%, and 20%, respectively.

### Hispanic Buying Power Grew to \$1.4 Trillion in 2016

Buying Power Is Concentrated in Select Markets



Hispanic Buying Power—Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2016

"Huertas' and Kirkegaard's research shows that "the increase in Hispanic labor could contribute around 0.21 percentage points to annual real GDP growth in the United States over the next three decades if the Hispanic community catches up to the rest of the country in labor productivity." By 2025, the increase in employed Hispanic labor could contribute more to US GDP growth than non-Hispanic labor"



Latinos will represent **more than 75%** of labor force growth in the next 8 years



By 2024, **one in five** workers will be Latino



More than **28 million** Latinos in the workforce

*"companies in the top quartile for racial/ethnic and gender diversity are more likely to have financial returns above their industry peers. Culturally diverse companies yield greater workplace satisfaction."*

McKinsey & Company



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# **THE REVOLUTION & IT'S LEGENDS**

**"DIVERSITY: THE ART OF THINKING INDEPENDENTLY TOGETHER."  
-MALCOLM FORBES-**

It's the dawning of a new age!

A new revolution is under way (*actually it's in full effect*) and many companies are not only generating major profits but are creating reputable and long lasting relationships with their staff/employees and customers. Several organizations such as Google and Facebook publish their annual diversity report, which details what progress they have made with their D&I goals, as well as areas for improvement.

## **PHP AGENCY: THE COOL, THE CULTURE, & DIVERSITY**

PHP Agency Inc. is a national financial services marketing company with a compelling two-part vision: change the culture and diversity of the insurance industry and build the world's largest financial services marketing company in history.

There was a time when Blacks and Latinos were not only the most underserved people groups of life insurance holders, but they were almost unseen as agents within the industry. Until entrepreneur and business strategist Patrick Bet-David founded PHP Agency in 2009. PHP Agency goes beyond simply hiring an underserved people groups to their team to show diversity.

Due to Bet-David's innovative company culture, PHP gives Equity to those who show ultimate dedication and hard work to the company which is almost unheard of in that industry. PHP Agency is rapidly becoming the Standard on how to run a company that champions diversity while generating massive revenue within the marketplace.

## **GE: #BalanceTheEquation Campaign**

When we speak about major companies, why not start with the top?

The #BalanceTheEquation commercial gives a glimpse into an alternate universe where Scientist Mildred “Millie” Dresselhaus (*also known as The Queen of Carbon Science*) is such an international superstar, that mothers in the paternity ward name their daughters “Millie”, her look is a fashion statement, and toys are made in Mildred’s likeness. The question posed in the commercial is; “what if we treated great female scientists like they were stars?”

GE is no stranger to innovation and cutting edge technology but their #BalanceTheEquation strategy proves why they’ll be on top for another century!

According to GE the #BalanceTheEquation strategy is:

*“...having 20,000 women to fill STEM roles at GE by 2020 and obtaining 50:50 representation for all our technical entry-level programs. The program will significantly increase the representation of women in its engineering, manufacturing, IT and product management roles .”*

## **ACCENTURE**

Before Diversity and Inclusion became a hot topic and before mega companies like Google and decided to , Accenture was the first company to publish its US employee demographics and created programs specifically for employees who refer a candidate who is female, African American, Asian American, Hispanic American, a veteran, or a person with disabilities. According to Accenture's North American Group CEO Julie Sweet, the company’s key word is: Transparency. They aren't afraid of not getting it right the first few times, which is why Accenture releases reports to show their improvements and shortcomings on their journey towards a diverse corporate structure.

# GET IN THE GAME!

Below are some very practical yet effective strategies that can be implemented into your business immediately. As the world begins to make a strong turn towards Diversity Driven business models, many companies can't afford to sit back and wait for the perfect time to act. The goal is to get in the game now while there's still time and the spirit of enthusiasm is in full sway.

1. **PARTNER WITH CONSULTANTS:** Instead of wasting precious funds into meaningless and overpriced marketing methods, partner with people who already have their finger on the pulse of innovation within a market, have them do the heavy lifting of identifying your company's Manifesto, and create campaigns to catapult your business within your industry.

*(I partner with Organizations and Leaders throughout the year to help them develop and implement Diversity & Inclusion programs and strategies within their business.*

*If you want to partner with me please feel free to contact me at [Darioinspires@gmail.com](mailto:Darioinspires@gmail.com) or (561) 846-0304)*

2. **Culture Synthesis:** This is not a lone soldier's game! You need a team. Once the strategies within ***The 5 Forces That Drive Empathy***© are implemented, roundup a strong leadership committee of people who will live by these strategies and will spread these ideas within your business, thus creating culture!

3. **Product/Service RE-Purposing:** Don't worry, you won't have to change your already manufactured products or services. Although, your products/services will need to tell a more meaningful narrative which aligns with your customer's desires, needs, and emotions!

4. **Establish Your Presence:** Once the strategies within ***The 5 Forces That Drive Empathy***© are implemented and the direction of where your business is going is defined, the world has to know! This is where you create captivating stories that trigger the right emotions while making it very clear what your business stands for.



THE MOST SOUGHT AFTER  
DIVERSITY/EQUITY CONSULTANT

# DARIO PHILIPPE

Dario Philippe is the founder of ID Bright: the World Premier Agency in Purpose Driven Branding. His unwavering mission to enhance human connection enabled him to create *The 5 Forces That Drive Empathy*®, which is rapidly becoming the solution for organizations and leaders seeking the most cutting edge and innovative strategies for business symbiosis.

Dario is a Community Board Advisor for South Florida PBS Network and author of the recently released *Your Deathbed Confession: How To Escape Regret, Leave a Legacy, & Live a Life of Absolute Purpose*".



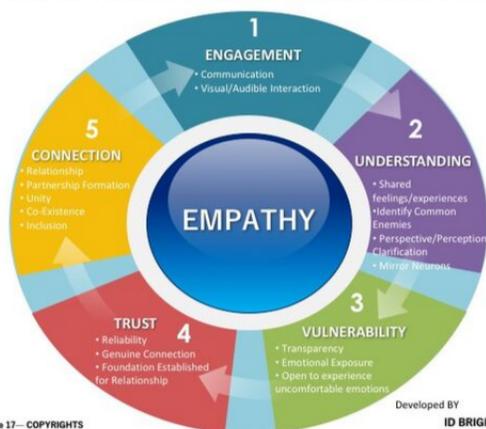
When he's not trying to figure out ways to make an impact in the world, Dario spends most of his time creating moments with his wife Bernadine, their son Justin, and daughter Isabelle.

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## THE 5 FORCES THAT DRIVE EMPATHY®



# ID BRIGHT INC.



## ABOUT US

The world premier purpose driven  
"CORPORATE DIVERSITY TRAINING" agency.  
ID Bright Inc developed the world's first  
Strategy to Human/Business Symbiosis  
"*The 5 Forces That Drive Empathy*".



## CONTACT US

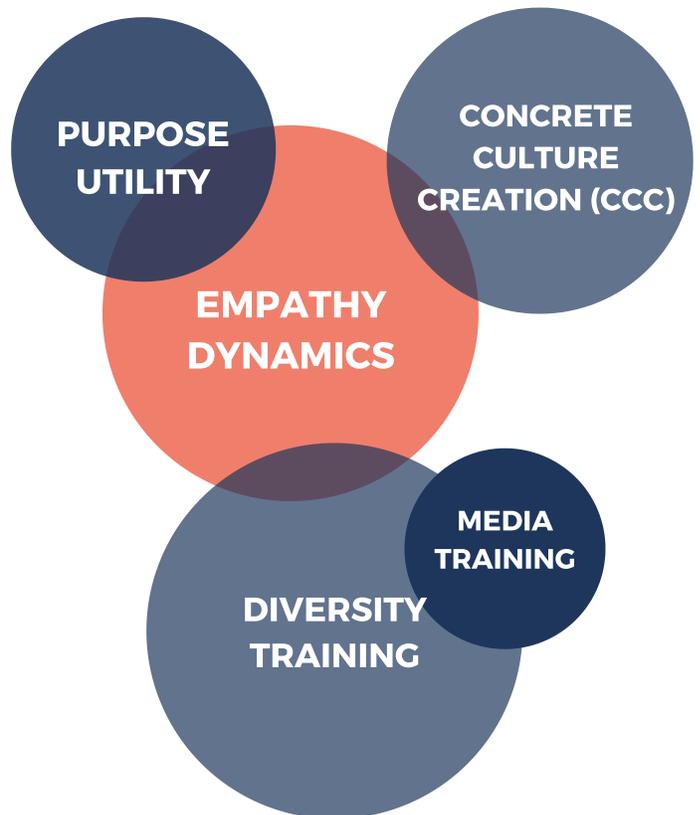
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## OUR INDUSTRY LEADERS



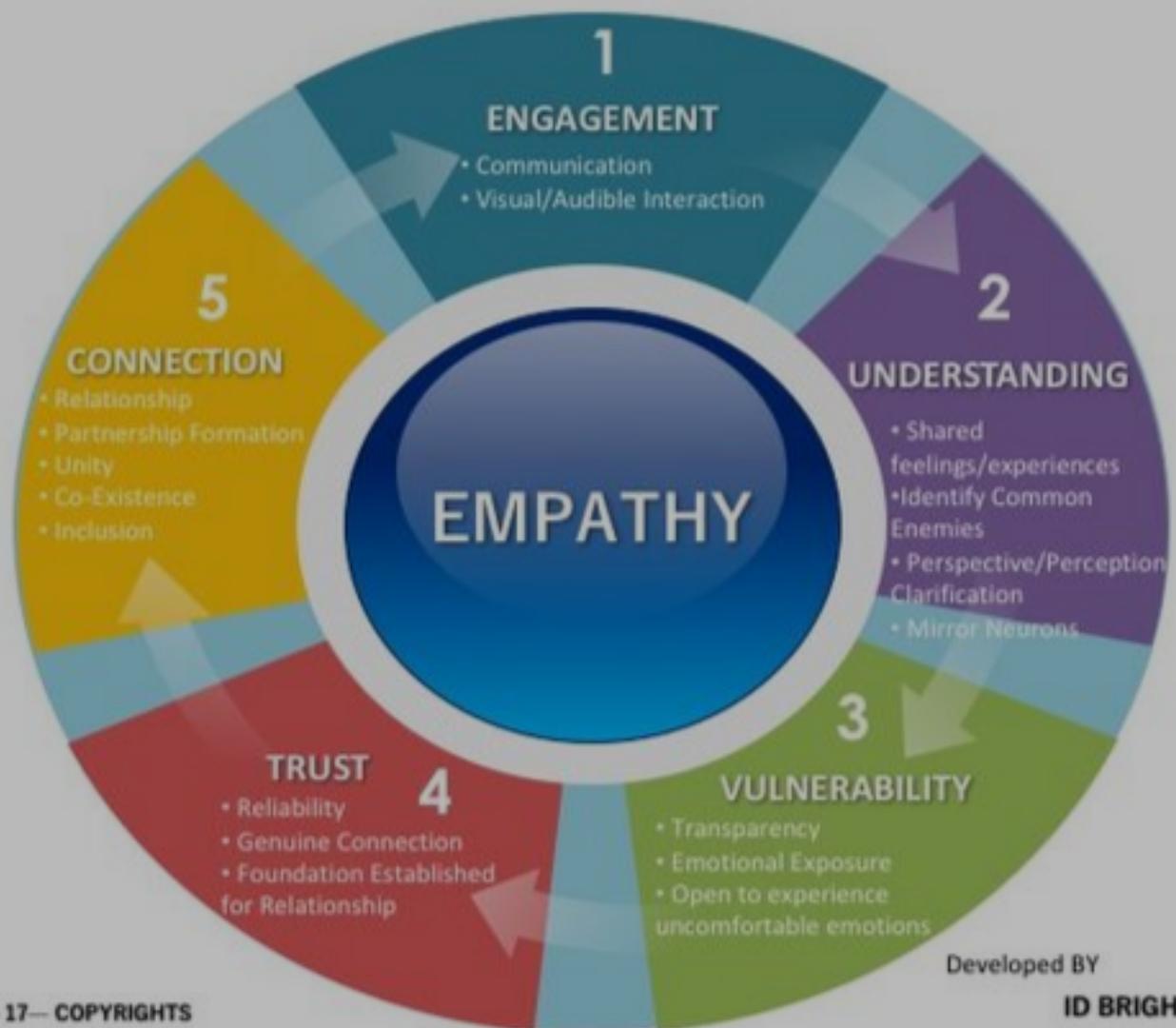
## OUR CAPABILITIES



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