Diversity –Does it Really Matter
Mid Western Actuarial Forum

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Diversity – Does it Really Matter

Agenda

- What do you see?
Diversity – Does it Really Matter

Agenda

- Diversity Defined
- Business Imperative
- Framework for Action
- IABA Example
Diversity - Does it Really Matter: What is Diversity?

- Mixture of people with a variety of abilities, skills, experiences and cultural background ……

- Primary
  - Age, Gender, Physical Appearance (eg weight, height)
  - Race/Ethnicity, Language, Sexual Orientation

- Secondary
  - Class/Income, Thinking Style, Abilities, Education
  - Traditions, Religion, Politics, Contemporary etc.
  -- Lifestyle, …
Diversity - Does it Really Matter: Business Imperative Defined

Generate or maintain a competitive advantage

- Bottom line Business Survival

- Competitive advantage
  - Ability to “pre-spond” and service a changing customer base
  - Capacity to innovate
  - Vision expansion

- Recruitment
  - Hire, Engage, Retain and Mentor

- Blind Spots
Diversity – Does it Really Matter: Business Imperative – Changing Demographics

Demographic trends will impact:

- Consumers
- Buying Power
- Workforce
Diversity does it Really Matter: Business Imperative – Changing Demographics Examples

Women in Business 2008-2009
- 10.1 million US firms,
- Employ 13 million people; generate 1.9 trillion in sales

Women of Color
- 1.9 million U.S. firms majority owned
  - Employ 1.2 million people; $1.65 billion in revenue annually,

Hispanic/Latino
- Own 2.5 million business in the U.S.
  - Generate $400 billion in revenues
    - Largest percentage, 7%, of any minority group
    - Fastest growing minority group

Source: Knowledge@Wharton, 2007; Conference Board; Securities and Financial Mgmt Assoc.; Towers Perrin; DiversityInc; http://www.womensbusinessresearch.org/facts/index.php
Diversity-Does it Really Matter: Business Imperative – Consumer Buying Power

- Hispanic/Latino $992 billion
- African-American $965 billion
- GLBT $690 Billion and at $835 billion by 2011
- Asian $528 billion
Diversity-Does it Really Matter: Business Imperative – Buying Power of Races

Buying Power By Races
Projected Rated Increase 1990-2009

- Asian Americans: 347%
- Latinos: 337%
- Native Americans: 240%
- Blacks: 203%
- US Populations: 159%
- White: 140%

*Source: University of Georgia’s Selig Center for Economic Growth
Diversity-Does it Really Matter: Business Imperative – Talent Labor Gap

Labor Projections through 2012

*Source: UNUM Buyer's Study “The Trends Employers are Facing and the Plans they are Buying,” 2007.
Diversity Does it Really Matter: Framework for Action

- **Understand**
  - Communicate & educate using common language
  - Engage to build a foundation

- **Commit**
  - Take action on learning
  - Embed D&I processes

- **Lead**
  - Walk the talk
  - Build into business initiatives

- **Sustain**
  - Assess & reassess to maintain competitive advantage
Diversity, Does it Really Matter: Framework for Action – Look in the Mirror

- Current State
  - Strengths
- Need
  - Opportunities
- Future State
  - Understanding
  - Commitment
  - Biases

Diversity-Does it Really Matter: Framework for Action – Look Beyond the Mirror

- Vision
- Strategy
  - Internal
  - External
- Action Plan
  - workforce
  - workplace
  - marketplace
  - community
  - suppliers
Diversity – Does it Really Matter
Framework for Action – Diversity & Inclusion Best Practices

- Senior Leadership Commitment
- Diversity Training
- Academic Outreach
- Leverage Employee Networks
- Philanthropic Giving
- Multicultural Media
- Strong website communications
- Employee Survey
- Mentor Program
- Supplier Diversity
- Representative Workforce
Recruiting for Diversity Example: IABA
Diversity—Does it Really Matter: Impact

Exponential growth

Black Actuarial Designations since 1952

- Fellows
- Associates
Diversity, Does it Really Matter: Look in the mirror

- Black actuaries represent less than 1% of the profession

- Actuarial African-American firsts
  - 1952 Robert J. Randall Sr., FSA
  - 1978 Marsha M. Bera-Morris, FSA
  - 1984 Ollie Sherman, FCAS
  - 1988 Linda Shepherd, FCAS
  - 1992 Thirty fully designated actuaries

  - 1992 Inaugural meeting in Washington, DC.
Diversity-Does it Really Matter: Look beyond the mirror

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* SOA as of July 1, 2009; CAS as of Nov 17, 2008; IABA Database as of July 21, 2009
Recruiting For Diversity: 
Look beyond the mirror

VISION
To be the world’s leading actuarial organization dedicated to influencing diversity by developing and recognizing the achievement of black actuaries

MISSION
IABA is a professional and student member organization whose mission is to contribute to an increase in the number of black actuaries.
Recruiting for Diversity: IABA Strategy

- **Encourage Excellence**
  - Mentor (Professional networking and relationship building)
  - Inform (High School, College/University, Exam support)
  - Elevate (Recognition and Scholarships)

- **Each One Reach One**
  - Credentialed and aspiring actuaries from all practice areas
  - Counselors, educators, staffing professionals, and students
  - U.S., Caribbean countries, Africa, Canada and Europe

- **Synergistic Alliances**
  - Joint CAS/SOA Committee on Actuarial Diversity
  - Firms, academic institutions and associations
Recruiting For Diversity: Tactics

- Access
- Annual Meeting
- City affiliates
- Corporate Advisory Council
- Outreach
- Resource
  - Web site: www.blackactuaries.org
  - Newsletter: The Voice of IABA
Recruiting For Diversity: Keys

- Look in the mirror
- Look beyond the mirror
- Get Ready
- Go, Reassess, and Grow

“Be the change you want to see in the world”
Ghandi
THANK YOU!