

Life at Nuance, Professional development

At the end of the day...diversity is powerful

Brenda Hodge | Chief Marketing Officer

October 10, 2018



Seek to add diversity to your team and to your company. You will see the power of bringing that mixture of life experiences together.

I have always believed that an idea shared is an idea improved. There is power in gaining the perspectives of those that are different from us in examining and improving on an idea. Companies at their essence are a collection of ideas that get implemented, ultimately leading to a growing client base. The better the idea, the stronger the company.

As [one study from the University of Illinois at Chicago found](#), *when compared to companies with a less diverse workforce, companies with a highly diverse workforce have significantly higher revenue, more customers, higher than average market share, and higher than average profitability. Seeking out a diversity of thinking impacts the bottom line.*

And where do these diverse perspectives come from? Perspectives come from your life experiences. What were the life events that impacted the person you have become? Whether you had siblings, whether you had a single parent, what cultural norms surrounded you, your gender, your work experience, your education, your age which ties to world events you've experienced, your economic status, your race, your sexual orientation, your hobbies, your disabilities – and the list goes on. At Splunk, they call this “A Million Data Points” and have a [great video](#) of their diverse team. Splunk believes that diversity not only makes Splunk a great place to work, but it also drives the success of the business.

Did you know that dyslexics have a special talent for IT security? Dyslexic people see things differently from the majority, so they spot patterns that most people won't. Which is why GCHQ in the U.K. employs at least a hundred dyslexics and dyspraxics. Their neuro-diversity gives them a special talent for processing and analyzing complex data.

Next time you have an idea, seek some diverse perspectives. Seek to add diversity to your team and to your company. You will see the power of bringing that mixture of life experiences together.

At the end of the day... is an expression meaning an assessment of essential facts and truths. It's a summation of the pros and cons of any situation and a straightforward statement of what really matters. It's also the title of this blog series by [Brenda Hodge](#), Nuance Healthcare's Chief Marketing Officer, with insights about leadership, empathetic customer relationships, and marketing techniques.

Tags: [Diversity & inclusion](#), [Leadership principles](#)



About Brenda Hodge

Brenda leads all aspects of Nuance's marketing function working to develop the go-to-market approach, building the Nuance brand to drive growth, and expanding client relationships to increase loyalty. She joined Nuance from Optum where she most recently served as Chief Marketing Officer for the Provider Market segment. Brenda's career spans multinational sales and marketing leadership roles at companies such as GloStream, Allscripts/Misys Healthcare Systems, and SAS Institute.

[View all posts by Brenda Hodge](#)

