

To: Potential Investors in Google Corporation
From: Isabella Langfield
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Subject: Invest in Diversity: Google's Approach to DEI

Introduction

Potentially investing in Google (NASDAQ: GOOG.) it's important to consider their commitment to DEI, CSR, and innovative leadership initiatives. Google's currently one of the most valuable companies due to their brand recognition, innovation, research, and development. Their current mission is, "to organize the world's information and make it universally accessible and useful" (Google, 2025). Google does this by following six principles known as actionability, consistency, ethicality, legality, opportunity for coverage, and rigor. In addition to DEI, corporate social responsibility, "is an important aspect of Google's entire company strategy, with an emphasis on environmental sustainability, social responsibility, and ethical behaviors" (Sato, 2023).

Aside from their exemplary company culture, the company is currently valued at 754 billion dollars with a revenue generation of over 300 billion dollars in 2023. The United States accounts for over 19 percent of the traffic on Google as there are more than 8 billion Google searches made every day and over 5 million Google searches per minute (Albert, 2024). With Google's extensive reach and use, the company focuses on diversification by offering various tools and services ranging from training and resources aimed to assist with career, skill, or business development and growth to search engine optimization all the way to Google Ads.

DEI Initiatives at Google

Taking a closer look at Google's DEI initiatives, the Diversity Annual Report stated, "Our approach evolves each year as we search for ways to improve, expand, and refine our methodology" (Google, 2024). This includes focusing on representation in the workplace, inclusivity through hiring practices, employee resource groups, training programs, and corporate social responsibility. Google's chief diversity officer, Meloine Parker, stated in an interview with BBC, "In 2020, the team set five-year goals, and we've achieved 60% of those goals. This year, I want to reach the 80% milestone and close more gaps as we march towards 2025. This includes our global racial equity commitments" (Ighodaro, 2024). Meloine as well as her team were responsible for 3.9 percent annual increase in Black hires from 2019 to 2021. In addition to this, they were also responsible for a 2.4 percent increase for Latino hires. Active participation and awareness surrounding Google's transparency, racial equity goals, and actionable planning were necessary components to achieve these accomplishments.

According to Omoso Ighodaro at BBC there was a 30 percent increase in leadership representation of Black, Latinx and Native American Googlers in 2022, which met Google's 2020 Racial Equity Commitment. Google invested 50 million dollars U.S. Historically Black

Colleges and Universities (HBCUs) to tackle the existing tech diversity gap as well as investing 30 million dollars in underrepresented and at-risk women founders in Africa, Europe, Brazil and the U.S. (Ighodaro, 2024). Google has continued to emphasize the importance of DEI in driving innovation by reflecting its global audience. In regard to company culture, “Research also says that in order for people to feel like they belong, they have to feel supported, recognized, valued and rewarded” (Ighodaro, 2024). Through developing a culture of safety and empowerment for underrepresented employees, Google’s recognized how genuine inclusion goes beyond more than the display of representation. This company has stepped up in regard to their workplace, workforce, and consumers.

With the goal of driving innovation and bridging several gaps, Google focuses on their workplace, technology, and partnerships. In Google’s Diversity Annual Report from 2024, it displayed the company’s inclusivity by promoting a new web feature that assists with the accessibility due to user preferences, promoting disability inclusion internationally, and focusing on an advocacy program to help retain users from several different backgrounds. The wide range of capabilities is limitless with Google as they’ve successfully found a way to incorporate innovative practices into this evolving world. Google introduced an AI system to detect breast cancer, a digital mental health platform for veterans, and they’ve built a long-standing relationship with the LGBTQ+ community.

Aside from external efforts, Google has made a commitment to representation in the workforce in order to reflect their global audience. By raising awareness, broadening recruiting efforts, and working directly with organizations to represent members of their team, Google has been a leader for implementing DEI initiatives and not simply talking about them. Reinforcing support for talent that comes from all backgrounds has been their key to success as prioritizing a sense of belonging has lifted employee retention within the company.

Lerato S. a product marketing manager at Google stated, “The Stay and Thrive programme’s guidance on navigating difficult conversations and fostering a stronger relationship with my manager has been instrumental. It gave me the confidence and tools I needed to take a proactive approach to my professional development” (Google, 2024). Opinions from employees are reflective of the empowerment, connection, and dialogue Google has introduced in the DEI space. Providing a safe and comfortable space for employees to share their work experiences has given those employees a voice within the company.

Conclusion

Google will continue to grow and evolve in the future continuing to advance technologically, environmentally, ethically, and financially due to all of their DEI and CSR initiatives. Google’s evolutionary innovative products and services speak to the public while using tools that help everyone engage with the world in the way that works for them. Representation, reflection, and empowerment are at the core of the company’s DEI initiatives. Despite any DEI controversy, it’s apparent Google will continue to put their consumers and workforce first to ensure expansion of global opportunities. Through partnerships, education, and

consistent support, Google will continue to serve as a potential investment to those considering purchasing a stock within the company.

Thank you for your time and consideration,

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