

Boston Consulting Group wants 5% LGBTQ+: at minimum

Leading consultant sets new quota target: one in twenty should be from the "queer" community by 2025.

1.5.2023, Lukas Hässig

The Boston Consulting Group was once considered the spearhead of liberalism and capitalism. Today, the consultancy is pushing the new form of planned economy.

With quotas for more "diversity" in the team. They want "at least 5 % of our employees to belong to the LGBTQ+ community by 2025 (...)".

With this goal, BCG, as the company is called for short, hopes to be seen as a modern, open-minded and fair company.



We love colorfulness (BCG; IP)

In short: "colorful". At the Zurich branch, no one responded to questions.

The "rainbow" offensive is part of a wider trend. The financial multinationals of the Zurich banking center outdo each other in gloating about the advantages of mixed teams.



Go Switzerland– ups (IP)

Those who doubt are referred to studies. These would prove once and for all that the colorfulness not only pays off for the internal climate, but also for the hard business.

Pioneers of the new wave are Swiss Re with gender language, UBS with support programs for women, CS with numerous LGBTQ projects.

The HSG is also providing support. The business school has long been committed to diversity.

Achievement First? An idea from the last century.

Copyright Inside Paradeplatz