Commitment to Diversity and Inclusion: The Hidden Competitive Weapon

May 11, 2021

Executive Summary:



In their quest to differentiate among asset managers beyond product-level information, institutional investors are increasingly focusing on manager attributes that are often difficult to quantify.

When investors begin their manager search, performance and experience tend to top the list of important qualities. As the selection process whittles down to the final few, and differences among remaining managers begin to blur, investors broaden their selection criteria to factors that demonstrate cultural compatibility.

Coalition Greenwich research with investment consultants and institutional investors has shown that there is a measurable link between how consultants and investors perceive an asset manager's commitment to diversity and inclusion and their level of interest in recommending or hiring a particular manager.

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