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With worker productivity falling at its fastest rate in 75 years, [RedBalloon](#) released today a new report: “DEI: ‘I’ is for ‘Ineffective’” exposing the harm that so-called diversity initiatives inflict on workplace productivity. This new report is the 3rd in a series on DEI and its link to record low employee engagement and record high workplace dissatisfaction.

“The America free market system has lifted more people out of poverty than any other system in world history, yet the woke-left wants to destroy this engine of economic success by replacing merit-based promotion with gender and ethnicity preferences,” said RedBalloon CEO Andrew Crapuchettes. “This just doesn’t work in American culture. We are a people who thrive on hard work, innovation, and accomplishment. DEI removes these drivers, and that’s rendering the workplace ineffective by severely hurting productivity and satisfaction.”

According to Gallup, only 31% of workers are engaged in the workplace. Additionally, the Bureau of Labor Statistics reported that the US hourly output fell the fastest in 75 years.

“Companies that ignore accomplishment, and instead award promotion based on gender and ethnicity diversity criteria are sending the message that performance doesn’t matter,” continued Crapuchettes. “At RedBalloon, we’re seeing job seekers gravitating to employers who honor merit-based promotion, equal opportunity, and recognition based on effort... shocker.”

Find the full report on the [RedBalloon Blog](#). To schedule an interview with Andrew Crapuchettes, contact Isaac Lopez at (208) 997 - 8013 or [isaac@redballoon.work](mailto:isaac@redballoon.work).

#### About [RedBalloon](#)

Founded In 2021, RedBalloon has quickly become America’s largest connector of employers and employees who prioritize a positive workplace culture free from the divisiveness of cancel-culture mandates. RedBalloon CEO Andrew Crapuchettes is a longtime business leader, entrepreneur, and innovator who has founded several successful tech companies and is widely considered a global pioneer in the development and use of labor market data analytics – an industry he helped found over 20 years ago.



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