**What is Diversity Management?;**

Diversity management is the strategic process to manage a diverse workforce including the fighat against sterostypes, prejudice and all kinds of discrimination due to the individuals’ perceptions and assumptions in the manner to maximise the benefits and minimise the barriers of different opinions, behaviors and attitudes of human beings within a company.

The presence of differences within a given setting is referred to as diversity.

On the basis of race, gender, ethnic groups, age, religion, sexual orientation, citizenship status, military service mental and physical ailments and other significant characteristics between people are all examples of diversity in the workplace.

Diversity management is the act of building and managing a diverse team in an organization. When we are saying that providing equal opportunities to all the people from different backgrounds, different cultures that is not going to be easy, there will be so many challenges in that. so we have to plan accordingly and we have to manage accordingly.

Diversity management refers to organizational efforts that aim to foster better inclusion of individuals from various backgrounds into an organization structure by having right policies, by having right procedures, that everyone will need to follow in order to ensure that there is no partiality, in terms of the culture, race, age group, sexual orientation or based upon anything.

it is much more than just a multicultural issue. it's about embracing different types of people who represent different cultures, ideas, generations, and thinking.

**Types of Diversity Management;**

The following are the two types of diversity management:

**1. Intranational diversity management**

1. Intranational diversity management refers to managing a workforce that comprises citizens or immigrants in a single national context. Diversity programs focus on providing employment opportunities to minority groups or recent immigrants.
2. For example, a French company may implement policies and programs with the aim of improving sensitivity and providing employment to minority ethnic groups in the country.

**2. Cross-national diversity management**

Cross-national, or international, diversity management refers to managing a workforce that comprises citizens from different countries. It may also involve immigrants from different countries who are seeking employment.

1. An example is a US-based company with branches in Canada, Korea, and China. The company will establish diversity programs and policies that apply in its US headquarters, as well as in its overseas offices.
2. The main challenge of cross-national diversity management is that the parent company must consider the legislative and cultural laws in the host countries it operates in, depending on where the employees live.
3. **Characteristics of Diversity Management;**

**Given below are some of the following characteristics of diversity management-**

**Personality: -** It is the sum total of all the ways in which people reacts and interacts with each other. It includes various way**s-**

**Environment:** It refers to the culture in which a person is raised. It includes values and attitudes that passes to the generations and affects the personality of the persons.

**Heredity:** It refers to those factors that are transmitted from one person to another through genes that determine hormones balance and leads to physical formation and shape to the personality. Factors

includes: - sex, temperaments, muscle compositions etc. Traits like shyness, fear and distress are passed on the generations. Hence, it also the factors affect the personality of the individuals.

**Attitude:** It is the tendency to act in certain ways either favorably or unfavorably concerning objects, people and situations. It can be measured either by observing the action of person or by asking some questions about how he react in that particular situation.

**Values:** It means beliefs that guide actions and judgement across a variety of situations. It includes two types: -

**A. Terminal values:** that are ultimate values like freedom, salvation, truth and non-violence.

**B. Instrumental values:** refers to means for achieving the ends**.**

**3- Best Practices of Diversity Management;**

* **Commitment from top management**
* **Make diversity part of the company’s objective**
* **Offer higher incentives for employee referrals of diverse talents**
* **Training and development programs around diversity and inclusion**
* **Encourage employees to work in diverse groups.**
* **Incorporate a diverse interview panel.**
* **Documentation of diversity policies and procedures.**
* **Set up a council dedicated to inclusitivity in the organization.**
* **Replace “culture fit” with “ culture add”.**

1. **Benefits of Diversity Management in the Workplace;**

Diversity leads to synergy among the different skills and competences inherent in the organization, this tends to encourage collaborative work situation, drive productivity and lead to excellent business performance, potential increase, creativity, increased productivity, new attitudes, new language skills, global understanding and expanding company to global market, new processes, and new solutions to difficult problems, greater agilitybetter market insight, stronger customer and community loyalty, innovation, and improved employee recruitment and retention are the benefits that the organization got through diversity management.

* increased capacity to attract a diversified uh talent pool
* Increased creativity and productivity
* Better understanding of target populations
* Higher revenue growth
* Boost brand reputation
* Effective decision making
* Company profit increased
* Increased ability to innovate
* Higher employee retention

**Key statistical takeaways-**

* Organizations with diverse and inclusive workforce are 33% more successful.
* 67% of job seekers care about diversity and inclusion.

1. **How to structure your diversity management?;**

So, there are four main methods to structure your diversity management

1-Assess

2-Plan

3-Implement

4-Evaluate

* Start with hiring
* Create inclusive policies and procedures
* Provide diversity training to managers and employees
* Facilitate effective communication
* Encourage interaction

1. **What are the challenges of diversity management?;**

Lack of commitment from top and line management normally becomes a barrier to organizational diversity initiatives because they can harm working relationships and damage morale and work productivity. Some of the challenges were identified by most recent scholars includes; negative thoughts and behavior / Stereotypes, unfair and unreasonable opinion or feeling/prejudice, power struggle between managers in implementing diversity policies, communication is a serious barrier, Lack of ability and confidence to manage diverse work force are observed as challenge to manage diversity.

When we have so many people from so many different backgrounds there will be certain challenges that we'll have to overcome so let's have a look at those challenges-

* Communication issues
* Cultural misunderstandings
* Slower decision-making
* Increased conflicts
* Hostility and biases
* Gender inequality
* **Chances of discrimination increased**

1. **How can you improve your diversity management?;**

**1) Create a diverse organisational or corporate culture:**

Organisation or corporate culturemeans the values and behaviour that contribute to the unique social and psychological environment of an organisation. Corporate should be created in such a mannerthat it creates a diverse culture so that each and every employee’s behaviour towards the work can easily be judged and examined.

**2) Create diverse trainings: -**

Now-a-days most of people know the importance of diversity in the organisation. It’s not always comes naturally but also with some unconscious biased people. So, it is important to provide training to employees regarding how to achieve and maintain diversity at workplace.

**3) Get leadership on board:**To manage the diversity at workplace, leadership plays an important role in the organisation. Leadership is the tone for every employee. Leadership has ability to treat everyone equally and lead them according to every situation. So if leadership makes diverse environment in the organisation then it makes easy for every employees to accept diverse organisation structure.

**4) Keep the work environment positive:** If you create a positive work environment in the organisation, then helps the employees to feel happier. As a result, they will be more likely to get along well with eachother. It is seen that creating a positive work environment also covers physical environment and facilities and trainings and communication in the workplace among others.

**5) Management commitment:** It is one of the best techniques that help in managing diversity at workplace. Management should demonstrate commitment and accountability. They should communicate effectively with each other and be a role model for everyone. Management must build a team of champions that develop, implement and monitor initiatives. They also create awareness in the organisation and understand the needs of employees.

**Reinforce employee competencies:** This strategy includes recruitment. Recruitment in such a way that identify the management values, build its process effective and train the interviewers also. This strategy also includes learning and developing of organisation by way of introducing new employees, orienting new employees, and also providing training to employees and managers.

**7) Actively facilitate inclusiveness:**

✓ **Workplace activities:**

It means most effective practices should be created in promoting an inclusive and harmonious workplace culture. There should be themes on common interest to create bond. Participation should be encouraging at all levels

✓ **Workplace design:**

It should be design by keeping in mind the about different employee population. There should be a space for employees to meet and interact informally. There should be an open office environment in the workplace also to manage diversity.

✓ **Buddy System:**

This system means helps the new employees to settle down in the organisation. It also includes

a) Inviting the new employees to an introduction meal.

b) Introduce new employees to colleagues

c) Be a point of contact for questions, feedback and to

provide guidance.

d) Check in with the new employees regularly.

✓ **Awards and Recognition: -** There should be proper awards

and recognition in the organisations for various teams aswell as groups. Recognition should properly demonstrate the specific action and behaviour.

**8) Communicate effectively:** To manage the diverse workplace in the organisation, effective communication must be necessary. Effective communication includes telling the importance of inclusive environment in the organisation. It should also include all the tips that enhances the relationships with employees.

**9) Evaluate effectiveness:**

Effectiveness in the organisation must evaluate recruitment process, employee engagements, promotion and retentions. In simple words, effectiveness should evaluate in that way so that harmony between organisations encourages. Do’s and Don’ts must be created in the organisation.

**FAQs**