Auditing a website for diversity-Dignity Health

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**Diversity and Multiculturalism**

Diversity is defined as the difference between individuals from various backgrounds and social upbringing. This difference is either real or perceived. These differences often include; gender, sexual orientation, race, background, religion, socio-economic status and much more. In the work place setting, diversity is referred to in the sense of meeting the government-mandate diversity and compliance standards. Multiculturalism often expounds more than diversity by focusing on inclusiveness, understanding, respect, and by looking at unequal power in the society (Mookherjee, 2009). It is similar to diversity but it often focuses on the development of greater understanding of how power can be unequal due to race, gender, sexual orientation, and privilege. Most Human Resource Managers reported in a report called “2007 State of Workplace Diversity Management Report” that diversity in the work place seems to focus too much on compliance, not having well defined or understood work and it places too much emphasis on ethnicity and gender.

Diversity helps with policies that are intended to help us gain a deeper understanding of the differences between people. Diversity is important in the work place because we can serve customers better by offering a range of services by being able to speak a variety of languages and understanding other cultures. Other importance includes; being able to create better ideas and solutions, it is the law and it improves on communication therefore saves time and money. Organizations often attain greater profitability through a diverse work environment and having the multicultural understanding.

Companies that have ambitious diversity programs aim to reach out to certain customers working in a global economy (Hawkins, & Haggerty, 2003). Having a diverse team is seen to have a higher chance at innovations because diversity in culture often creates synergy. In some companies, having a diverse organization enables the organization to be able to attract and retain the most talented of employees. Managers recently have learnt that it is not about having a range of people from different background that works but having a proper organization culture in place that taps the potential of the said synergy.

In the recent years, the United States of American has become an increasingly diverse nation. Despite these, the progress in the organizations seems to be a bit slower. More companies in the American region are now adapting to the importance of diversity programs. Firms that are starting to invest on diversity are currently seeking to rely on outside trainers to conduct workshops for employees or to hold a variety of special events to mark a particular group’s heritage.

In the U.S, Equal Employment Opportunity Commission has reported a number of discrimination charges filings in 2008. Ninety-five thousand, four hundred and two nationwide that marked a fifteen percent increase over the previous year (Whitelaw, 2010). There also seems to be an uneven process with diversity and multiculturalism when it comes to work. Most companies try to be diverse when it comes to recruitment and selection of employees but when it comes to promotions of the minority groups, the companies have a long way to go. Statistics from EEOC indicated that in 2007, the minority group made up 33.4% of the clerical and office workers that is close to the total proportions of minorities in the work place. In the senior level management, the statistics indicated that the minorities represented 16.6% of the total (Whitelaw, 2010).

Most individuals in the organization or its leadership understand intuitively that diversity matters. It is very vivid that it makes sense in purely business terms. One of the latest researches indicated that companies that are in the top quartile for racial and gender diversity have higher chance to have likely financial returns above their national industry medians. The statistics also indicted that companies that are in the less quartile were less likely to achieve above average returns. The weak return is probably because diversity is a competitive differentiator that tends to shift market share towards more diverse organizations over time.

In as much as the above is the case, it does not necessarily mean that it is a direct correlation, and it does not equal causation that gender and ethnic diversity in corporate leadership do not automatically translate into more profit. There is a higher chance that the most diverse companies have a chance at winning employee satisfaction, customer orientation, and decision making which leads to a virtuous cycle that increases the organizational financial returns.

KPMG works globally as a network of interdependent audit firms that offers tax and advisory services as well as audit. KPMG works closes with their clients to help in mitigating any risks that may occur as well as grasp their opportunities. Their services can be found in 155 countries all over the world. Cumulatively, KPMG employs more than 174,000 people across a range of disciplines. KPMG’s primary objective is t enhance and sustain the quality of this professional work place.

A survey is done annually on about 1600 companies that participate in Diversity Inc. Companies that participate receive a free report card assessing its performance against all competitors.

The report free card assesses performance based on four key areas of diversity management that includes equitable talent development CEO / Leadership Commitment to the course, supplier diversity as well as the talent pipeline. These surveys have been carried for 16 years and are found to be credible. For eight years in a row, KPMG has earned a place on the list and moved up three slots. This has been possible because of the increasingly improving talent, strong leadership commitment, as well as development initiatives.

The CEO, John Veihmeyer has been a diversity leader and has the help of Kathy Hannan, Managing Partner, who both understand the importance of diversity and corporate responsibility. The firm consistently stresses on the impact that diversity and its inclusion on the various business goals that they aim to achieve and they include it as part of the on boarding of new employees. The lesbian, gay, bisexual, and transgender (LGBT) people have been incorporated in the diversity recruitment drive.

The KPMG Women and Advisory Board as well as the Diversity Advisory Board are focusing on building diverse leadership programs. These programs include the Leaders Engaging Leaders career-sponsorship initiatives, the Key Accounts Rotation Program that is aimed at Black, Latino, Asians and American Indian Audit, Tax and Advisory associates who are early in their career, Executive Leadership Institute for Women and finally managing the employees Career/ Life choices.

**Diversity**

Diversity in KPMG is clearly stated under the career link. It is not hard to find the material of diversity on the KPMG’s site. The direct link to this material is as follows: https://home.kpmg.com/xx/en/home/careers/life-at-kpmg/diversity.html ("Diversity | KPMG | GLOBAL," 2016). The material states that KPMG is a diverse organization that supports cultural diversity of its employees and all the interested applicants. KPMG aims to inspire confidence in the world by having innovative solutions to the client. To achieve this, KPMG states that it does need to build a diverse team of talented individuals. In the material, KPMG has also indicted that they are currently having a program that they have collaborated with the Vision Fund International and Women In World Banking on a program that intends to support women entrepreneurs through microfinance. This initiative is intended to build on diversity agendas and tackle poverty. The information on diversity indicates that the organization does not discriminate anyone, and it intends to help the minority in the society. This gives the potential employee and suppliers a greater chance of wanting to be involved with KPMG.

**Values and Mission**

People under KPMG recognize their responsibility to uphold values that have been established over 140 years. The values indicate what KPMG stands for, and it has an influence on their behavior as a whole. The values of KPMG includes; working together to bring out the best in each person, having respect for others, seek facts that provide insight as well as leading by example. KPMG also values open communication, commitment to communities, as well as acting with integrity. The material that KPMG has on diversity is related to the values that the company upholds.

**Photograph Appropriateness**

The photograph used on the KPMG’s diversity page is relevant and relates to diversity. The picture shows an African American man, an African American woman with a Latino woman presumably. From the picture, it indicates that women are given a chance at having an opportunity with KPMG, and it indicates that KPMG does not discriminate by gender. It also relates to the verbal content on the same page when it comes to diversity and empowering women in the society.

If I were a woman of about 55 years, gay and with physical challenges, applying for a job at KPMG that is qualified, I would be confident enough to apply for the job. From the general perspective that I received from the website, it indicates that KPMG is an organization that does not discriminate. This is because they have been nominated eight years in a row for a diverse organization. People are not only diverse when it comes to race and gender but also regarding diverse backgrounds, socio-economic status, as well as their perception. When an organization appreciates these diversities, these factors help us to become successful in our career paths. With emotional intelligence such as relationship management and social awareness, it is easy to achieve great success while working in a diverse environment. These particular skills enable us to understand how another person feels, or why they do certain things even if we do not agree or approve of what they do thereby leading to us appreciating other people and accepting them even if we do not like it. Understanding and acceptance is often cornerstone to fruitful and positive human relations.

**References**

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