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From an organizational standpoint, while diversity has beneficial outcomes to Johnson and Johnson, it can also lead to negative outcomes. One of these consequences would be the fact that an overabundance in diversity leads to greater communication barriers. This is because of the fact that when you increase diversity, employees from different cultures are put to work with each other. While this is a very beneficial aspect of diversity, it can also lead to a few drawbacks. When employees from different cultures bring different perspectives, these individual perspectives can lead to barriers in communication. This is mainly because most diversity is surface level diversity which are observable attributes of a person rather than deep level diversity which are attributes inferred though experience and personality. This in addition to communication barriers leads to the Organizational Behavior concept known as the similarity attraction approach. This concept states that people tend to be more attracted to people who are more similar to themselves. In addition this approach states that people tend to avoid confrontations with dissimilar people. With Johnson and Johnson’s initiatives to increase workplace diversity, the amount of grouping is slowly increasing. As time goes on the workplace will become split into groups filled with like-minded people. This obviously is counterproductive to the reason for wanting diversity. While Johnson and Johnson’s diversity is a driving force in innovation and performance, that very same diversity could lead to a counterproductive workforce filled with communication barriers and mob like groups. This however is a problem with diversity in general, if Johnson and Johnson’s were in strive to increase deep level diversity many of these problems could be avoided.