



DIVERSITY

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Program Objectives

(1 of 2)



Emphasize the value of diversity.



Eliminate misconceptions of diversity and its effects.



Improve the management of diversity.

A CHALLENGE

Please Write A
One Sentence Definition For

DIVERSITY

A CHALLENGE



Did any of the following words appear in your definition?

Different.

Individual.

Race.

Unlike Characteristics.

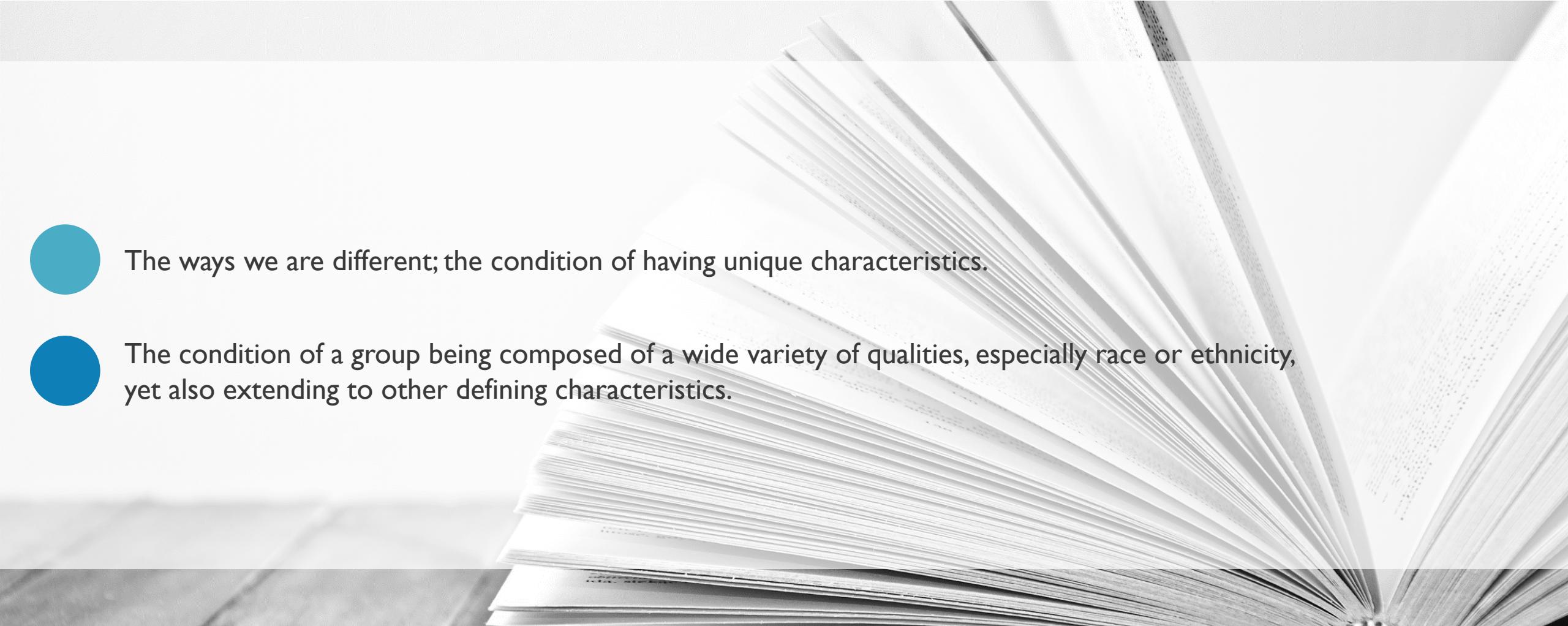
Diverse.

Minorities.

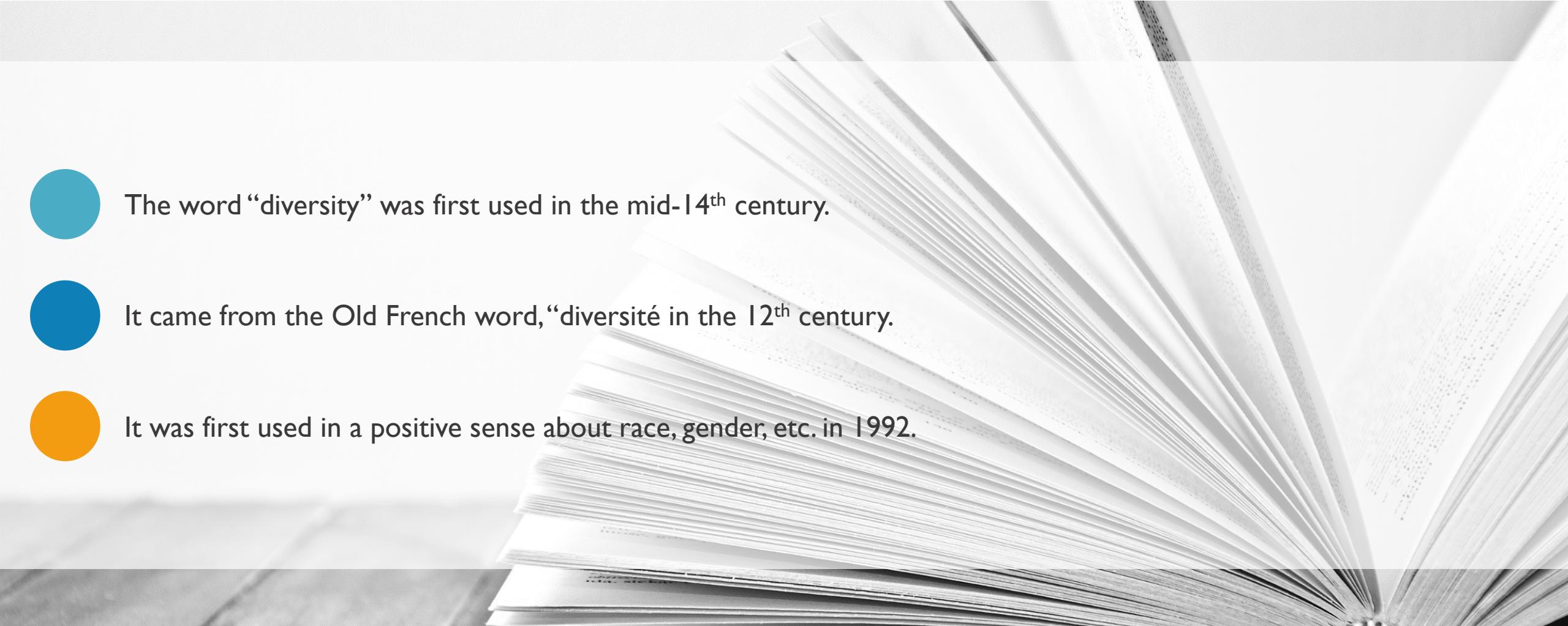
Unique.

Variety.

Definition

- 
- The ways we are different; the condition of having unique characteristics.
 - The condition of a group being composed of a wide variety of qualities, especially race or ethnicity, yet also extending to other defining characteristics.

Definition

- 
- The word “diversity” was first used in the mid-14th century.
 - It came from the Old French word, “diversité” in the 12th century.
 - It was first used in a positive sense about race, gender, etc. in 1992.

Definition

Age.



Race.

Gender.



Ethnicity.

Sexual orientation.



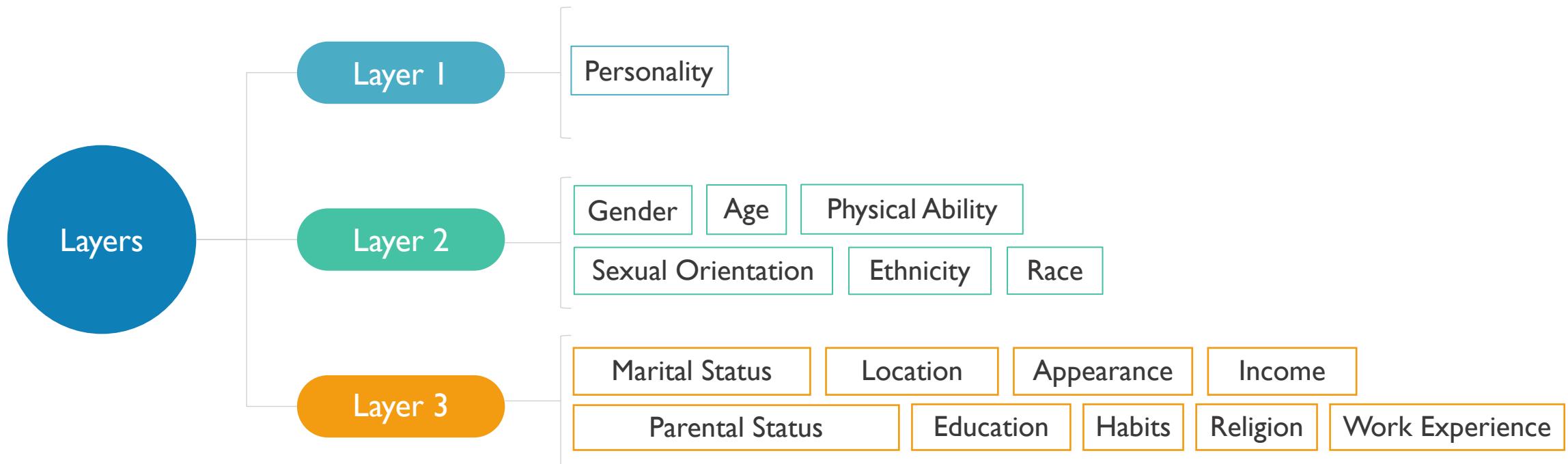
Physical attributes.

Religion.



Socio-economic status.

Layers of Diversity



Under-represented Groups

Women

Latinos

Blacks

Asians

Disabled people (mentally or physically)

Older people

LGBT people (lesbian, gay, bisexual, transgender)

Workforce Ethnicity

(1 of 2)

Over the last two decades or so...



The average number of people of certain ethnicities in the workforce has increased.

Although the averages of minorities in the workforce are still significantly less than those for white people.

Workforce Ethnicity

(2 of 2)

Average Percentages:



White/Non-Hispanic:
75.9%

Black:
11.2%

Hispanic:
9.4%

Asian:
4.2%

Understanding Diversity

(1 of 3)



Understanding the value of diversity is more than just tolerating differences.

It is respecting, appreciating, and understanding the varying characteristics of individuals.

Understanding Diversity

(2 of 3)



Everyone is unique and no single person is a representative of a certain group.

Stereotypes and other racial biases/prejudices are damaging to a business.

Understanding Diversity

(3 of 3)

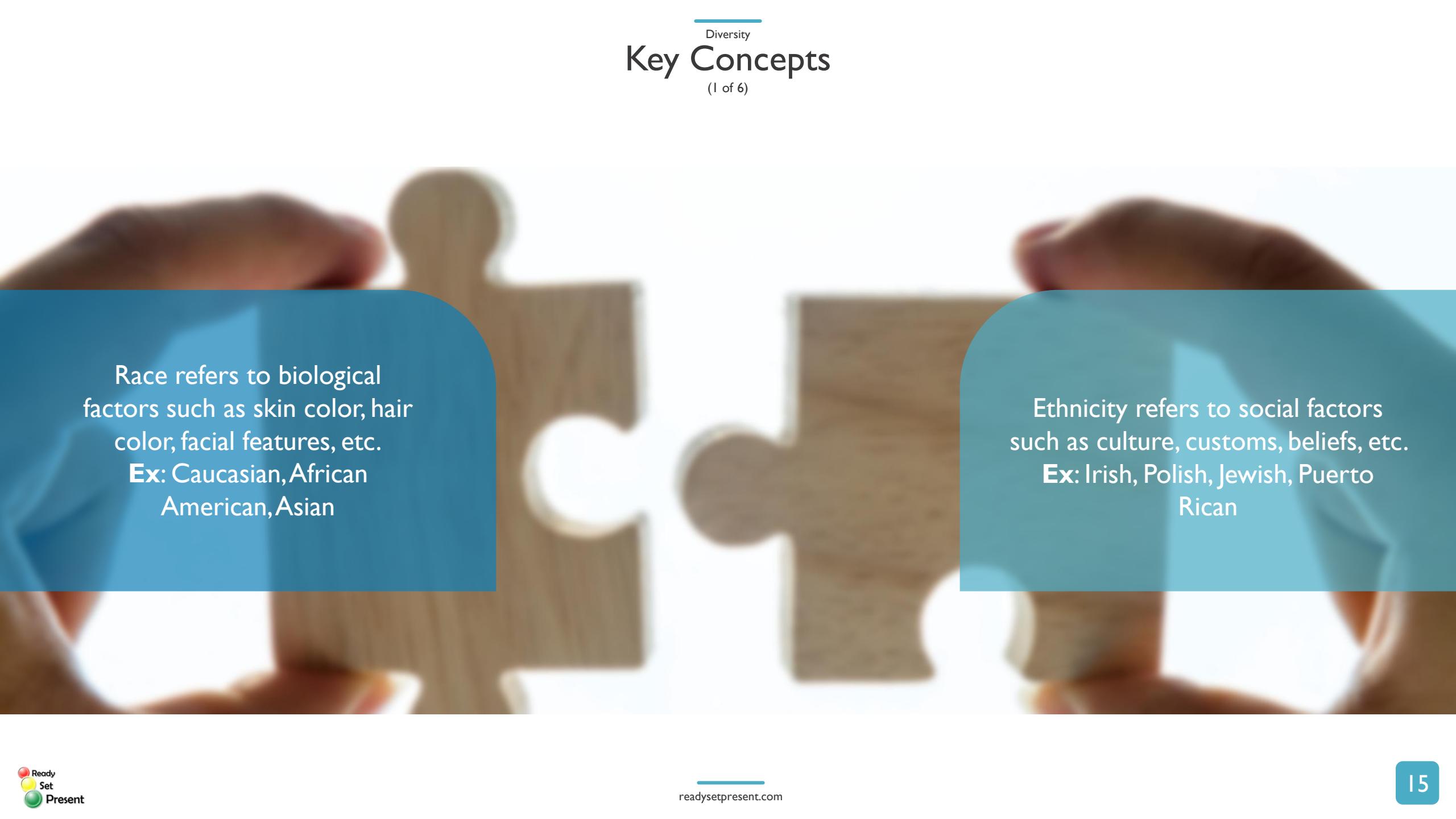


Discrimination breeds narrow-mindedness, impairs employee morale, strains employee relationships and thus, damages productivity.

Not to mention, it is illegal and costly in terms of litigation!

Key Concepts

(1 of 6)

A background image showing a person's hands holding several wooden puzzle pieces. The puzzle pieces are light-colored wood and are being held together, symbolizing diversity and connection.

Race refers to biological factors such as skin color, hair color, facial features, etc.

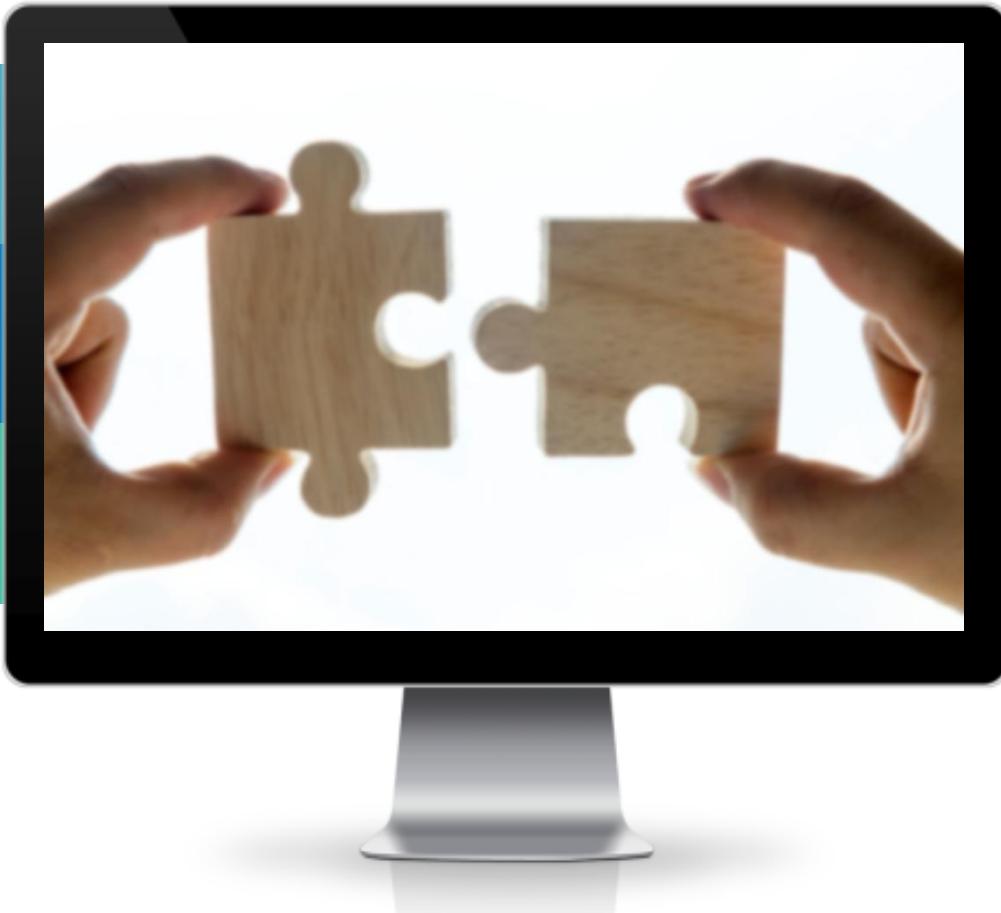
Ex: Caucasian, African American, Asian

Ethnicity refers to social factors such as culture, customs, beliefs, etc.

Ex: Irish, Polish, Jewish, Puerto Rican

Key Concepts

(2 of 6)



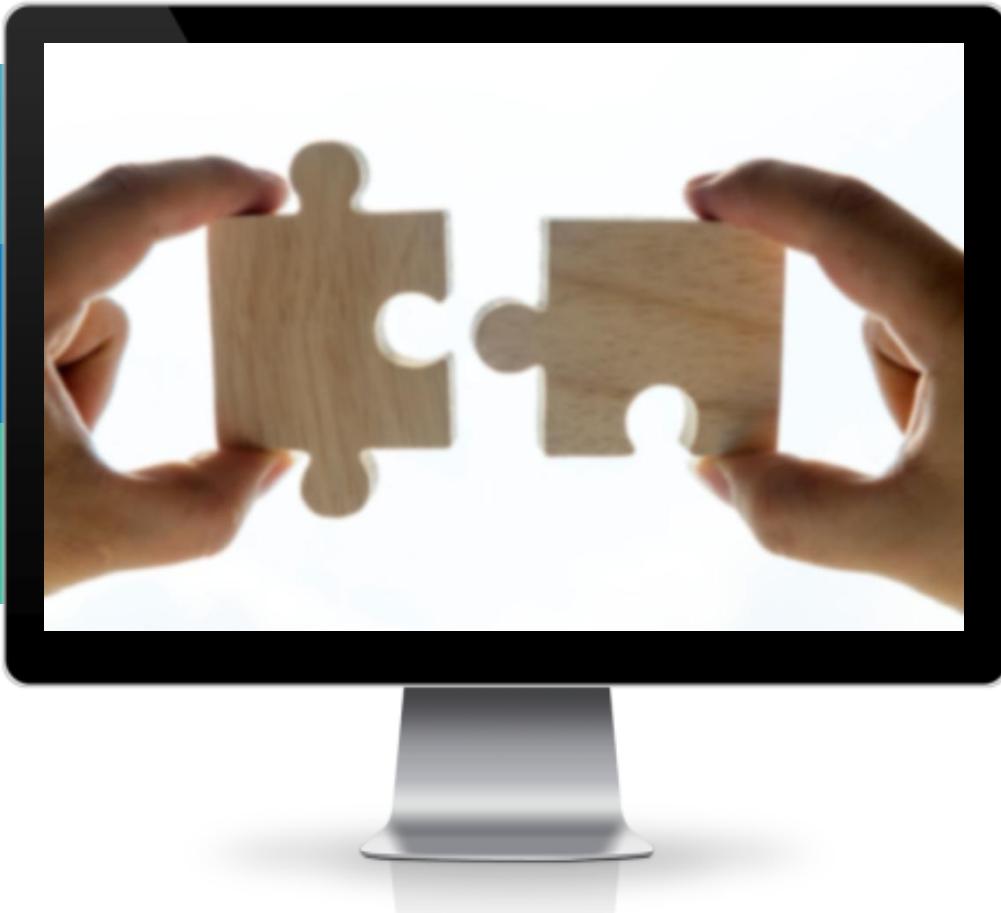
Stereotypes: Generalizations about a group of people.

Prejudices: Preconceived notions about a person based on their membership in a group of people.

Discrimination: Actions taken against people of a certain group.

Key Concepts

(3 of 6)



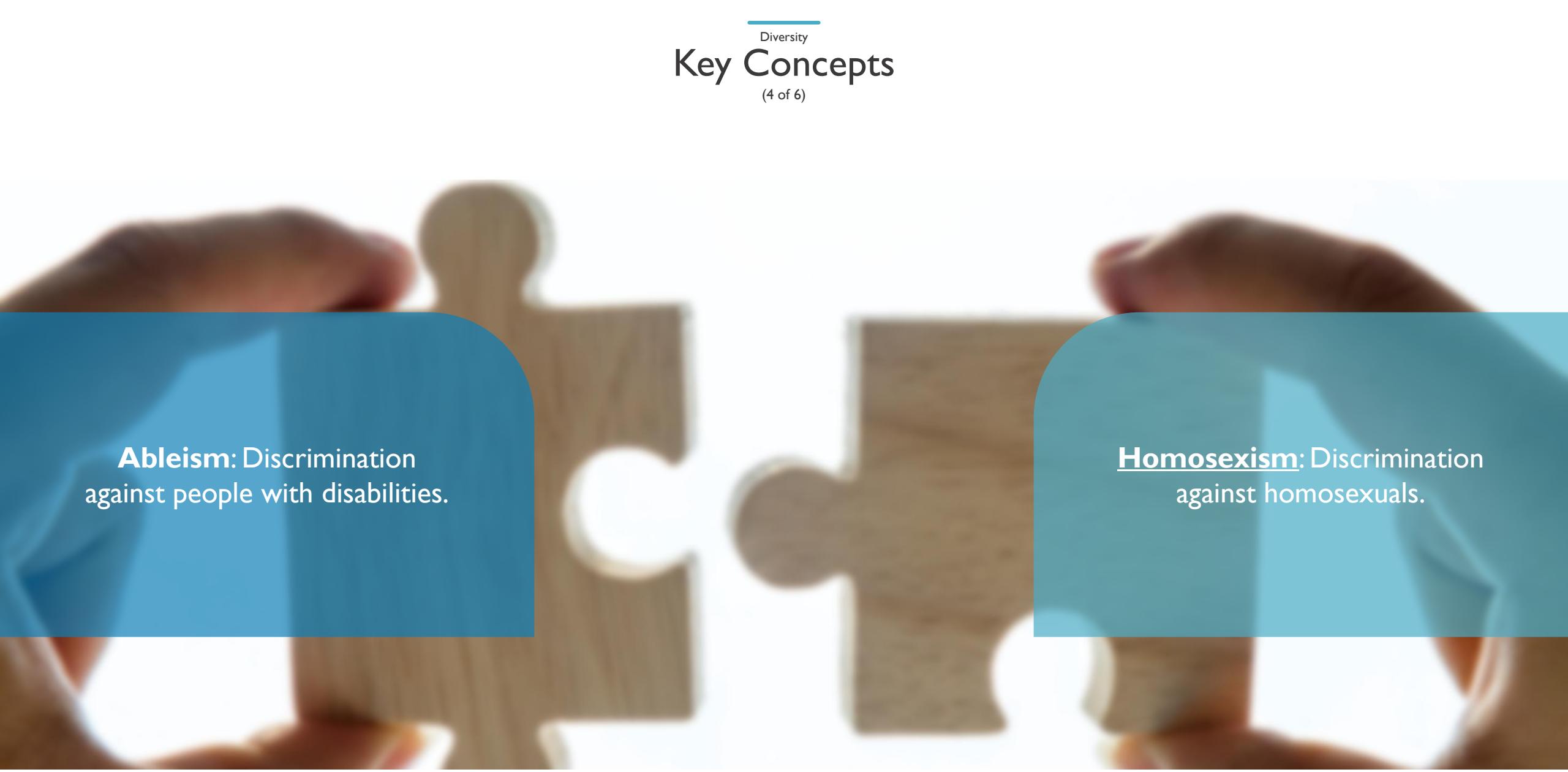
Sexism: Discrimination against people of a certain sex.

Ageism: Discrimination against people of a certain age.

Racism: Discrimination against people of a certain race.

Key Concepts

(4 of 6)

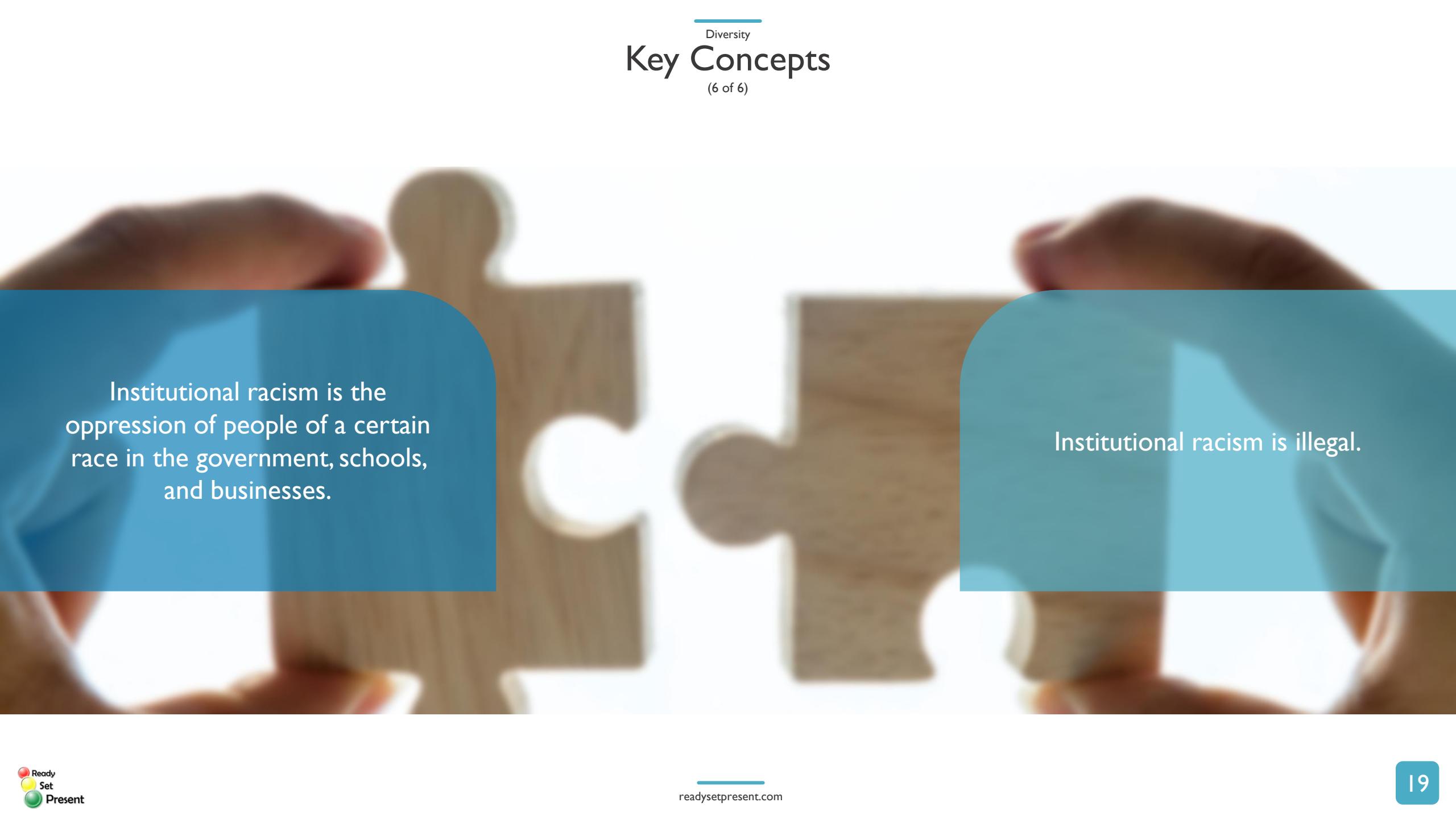


Ableism: Discrimination against people with disabilities.

Homosexism: Discrimination against homosexuals.

Key Concepts

(6 of 6)

A background image shows a person's hands holding several light-colored wooden puzzle pieces. One piece is held in the foreground on the left, and another is being held by a hand on the right. The puzzle pieces have various interlocking shapes.

Institutional racism is the oppression of people of a certain race in the government, schools, and businesses.

Institutional racism is illegal.

Illegal Discrimination



Race

Religion

Marital Status

Disability

Age

Pregnancy

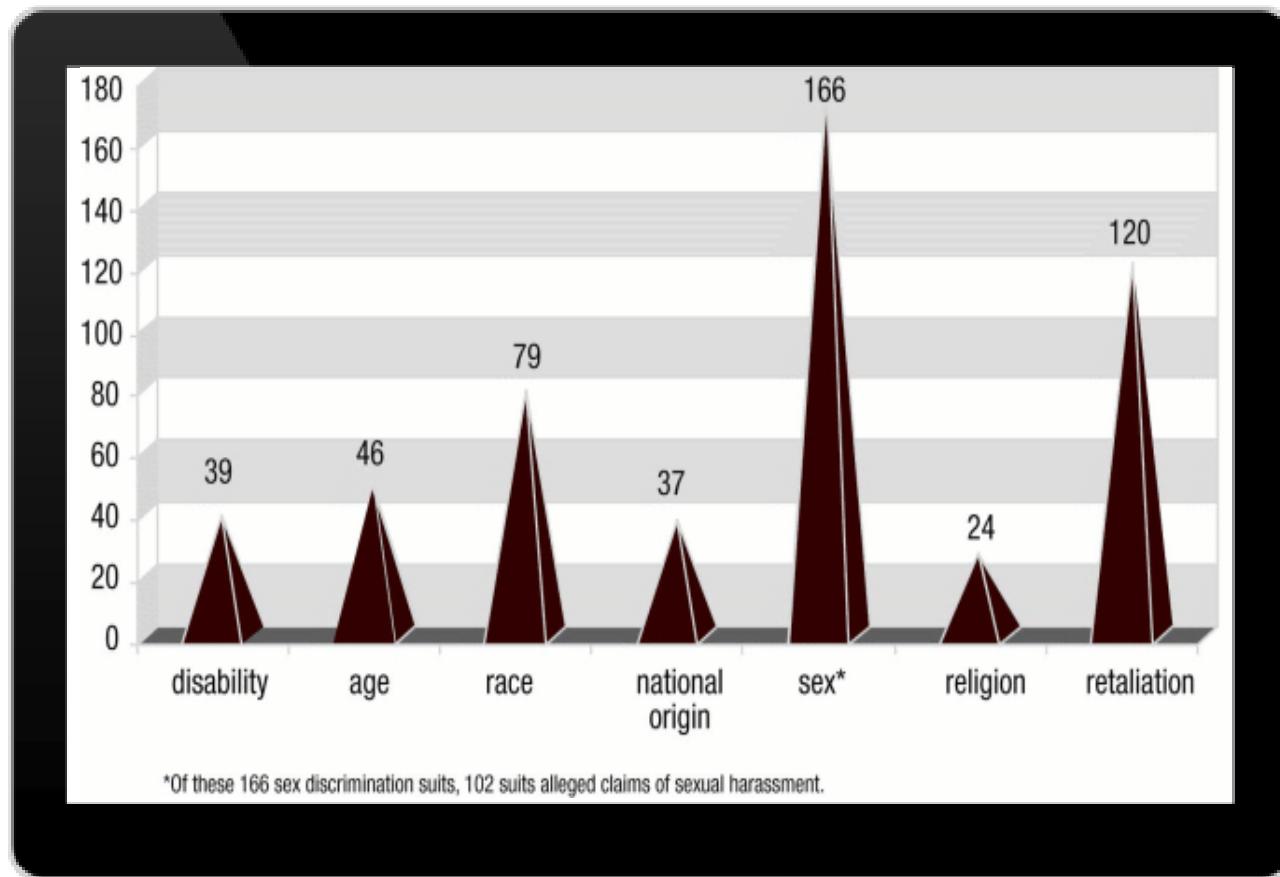
Gender

Nationality

Genetic information

HIV/AIDS status

Discrimination Lawsuits



Historical Discrimination

Immigrants

Women

Irish

Dark-skinned people

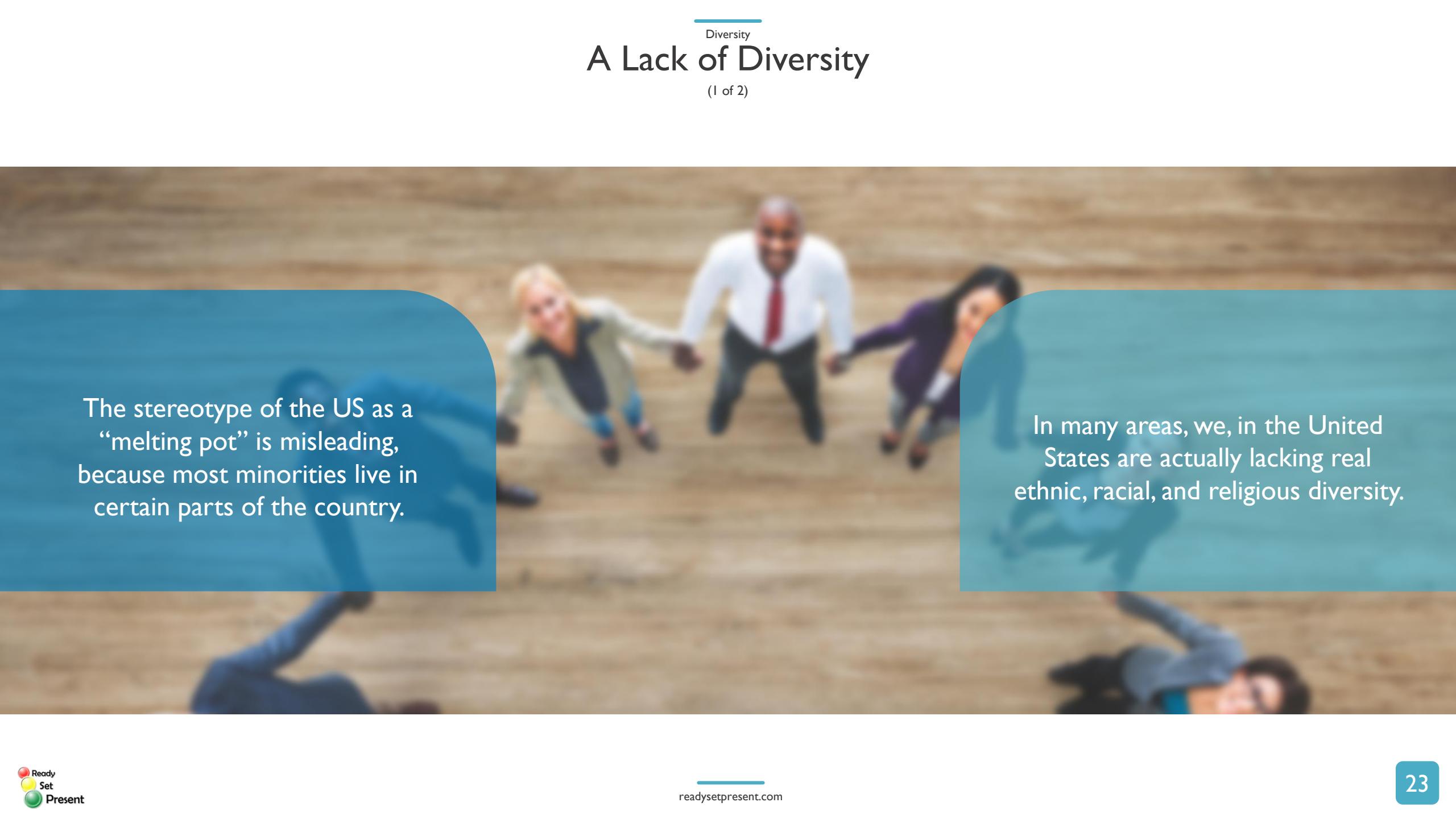
Jews

Hispanics

LGBT people

A Lack of Diversity

(1 of 2)

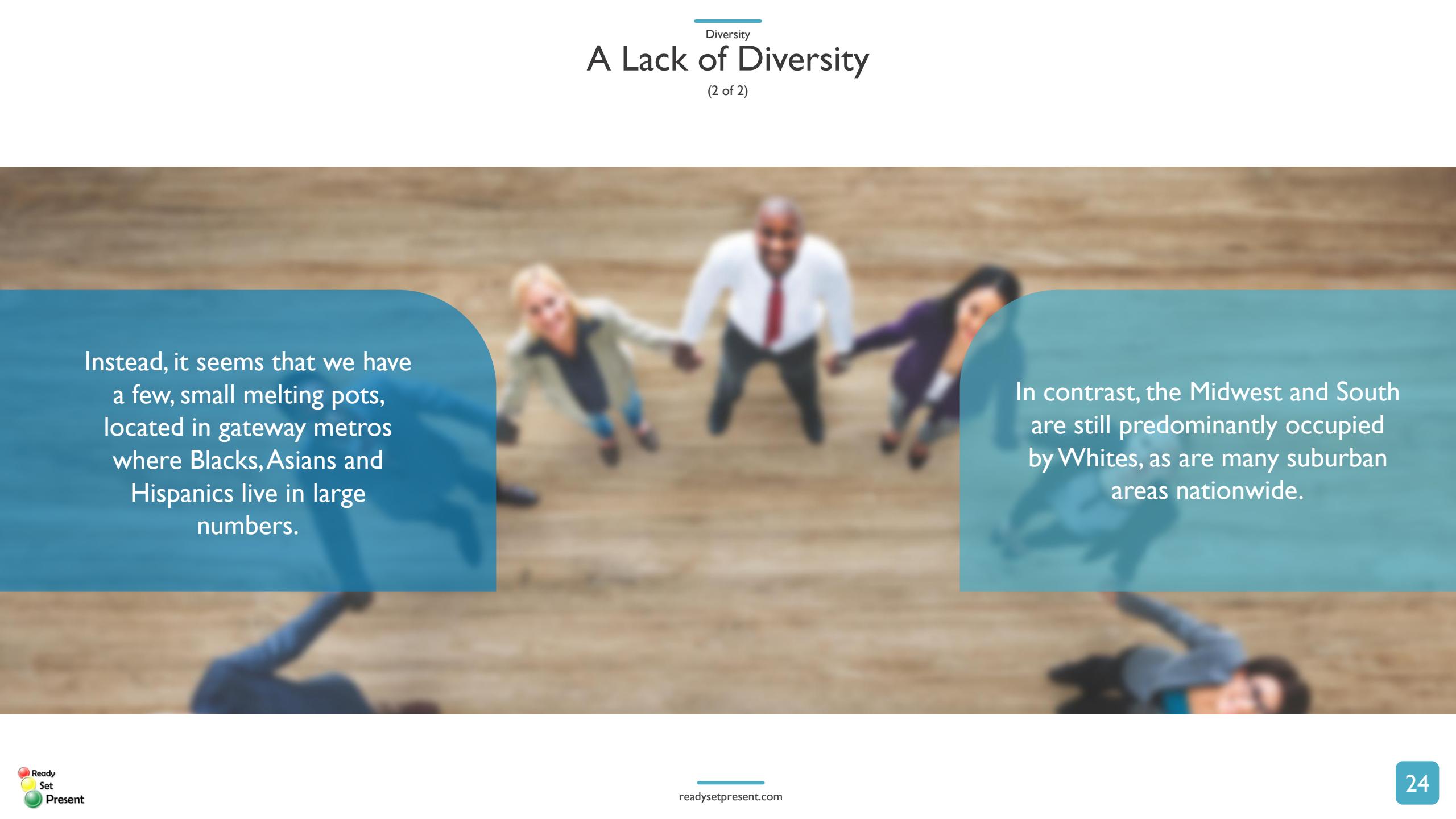
A blurry photograph of a group of diverse people of various ages and ethnicities running on a sandy beach towards the camera. They are wearing casual summer clothing like t-shirts, shorts, and tank tops. The background shows the ocean and a clear sky.

The stereotype of the US as a “melting pot” is misleading, because most minorities live in certain parts of the country.

In many areas, we, in the United States are actually lacking real ethnic, racial, and religious diversity.

A Lack of Diversity

(2 of 2)

A blurry photograph of a group of diverse people of various ages and ethnicities running on a sandy beach. They are wearing casual summer clothing like t-shirts, shorts, and tank tops. The background shows the ocean and a clear sky.

Instead, it seems that we have a few, small melting pots, located in gateway metros where Blacks, Asians and Hispanics live in large numbers.

In contrast, the Midwest and South are still predominantly occupied by Whites, as are many suburban areas nationwide.

DIVERSITY TRAINING



DIVERSITY TRAINING

Covers many topics, the most
influential being:

AWARENESS

TRAINING EXAMPLE



Training Example

(1 of 3)



BellSouth Corporation in Atlanta

As part of their training, participants were told to anonymously write down stereotypes about religious, ethnic, and cultural groups.

Training Example

(2 of 3)



BellSouth Corporation in Atlanta

At the conclusion of the experiment, what the volunteers saw was that nearly all of those words were negatively based and incorrect.

Training Example

(3 of 3)

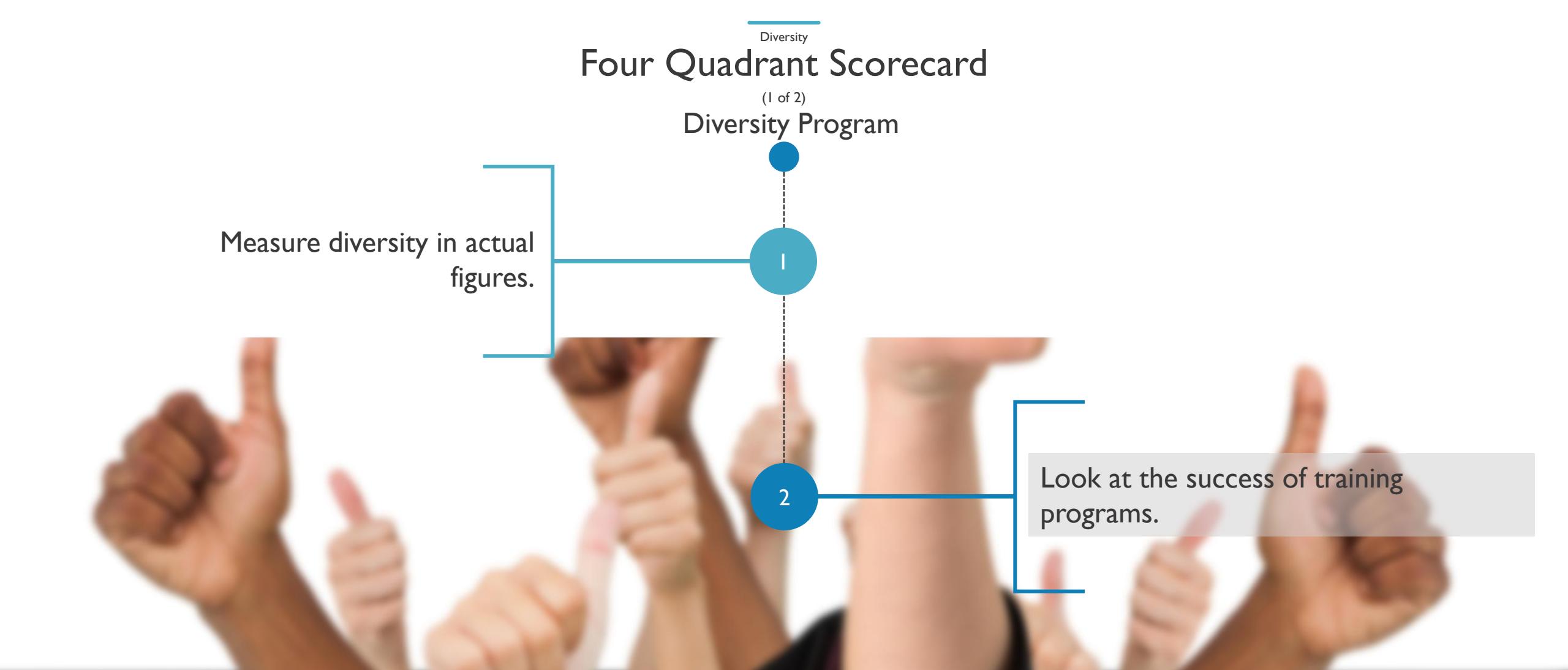


BellSouth Corporation in Atlanta

Ron Frieson, vice president and chief diversity officer, said he felt it was an immensely eye-opening and gut-wrenching experience, and afterwards it raised everyone's awareness level of how cruel misconceptions can be.

FOUR QUADRANT SCORECARD





Diversity

Four Quadrant Scorecard

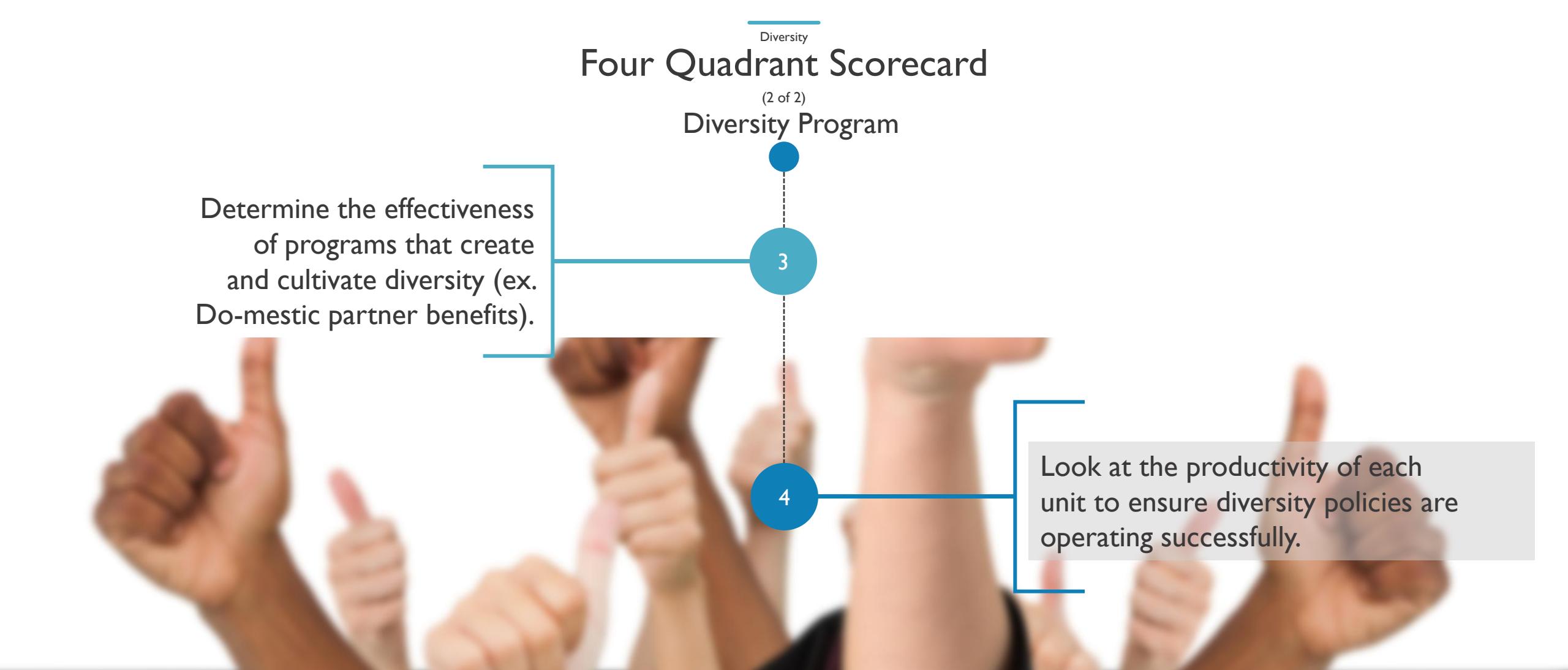
(1 of 2)

Diversity Program

Measure diversity in actual figures.

1

Look at the success of training programs.



Diversity

Four Quadrant Scorecard

(2 of 2)

Diversity Program

Determine the effectiveness of programs that create and cultivate diversity (ex. Do-mestic partner benefits).

3

4

Look at the productivity of each unit to ensure diversity policies are operating successfully.

Scorecard Summary

Measure diversity in actual figures.

Look at the success of training programs.

Determine the effectiveness of programs that create and cultivate diversity (ex. Domestic partner benefits).

Look at the productivity of each unit to ensure diversity policies are operating successfully.

Diversity Groups

(1 of 2)



These work sectors provide relocation services and scholarship programs among other benefits for foreign employees.

Diversity Groups

(2 of 2)



Diversity groups are not only important to make businesses well-rounded, yet their implementation also works towards performance appraisal training and succession planning.

DIVERSITY IN BUSINESS

A photograph showing a diverse group of five people—three women and two men—gathered around a laptop, looking intently at the screen. They are in a modern office environment with large windows and industrial-style lighting. The group is composed of different ethnicities and styles, illustrating diversity in business.

Diversity in Business

Diversity, as applied to the business world, refers to:

A diversified workforce.



The various departments
of the company.

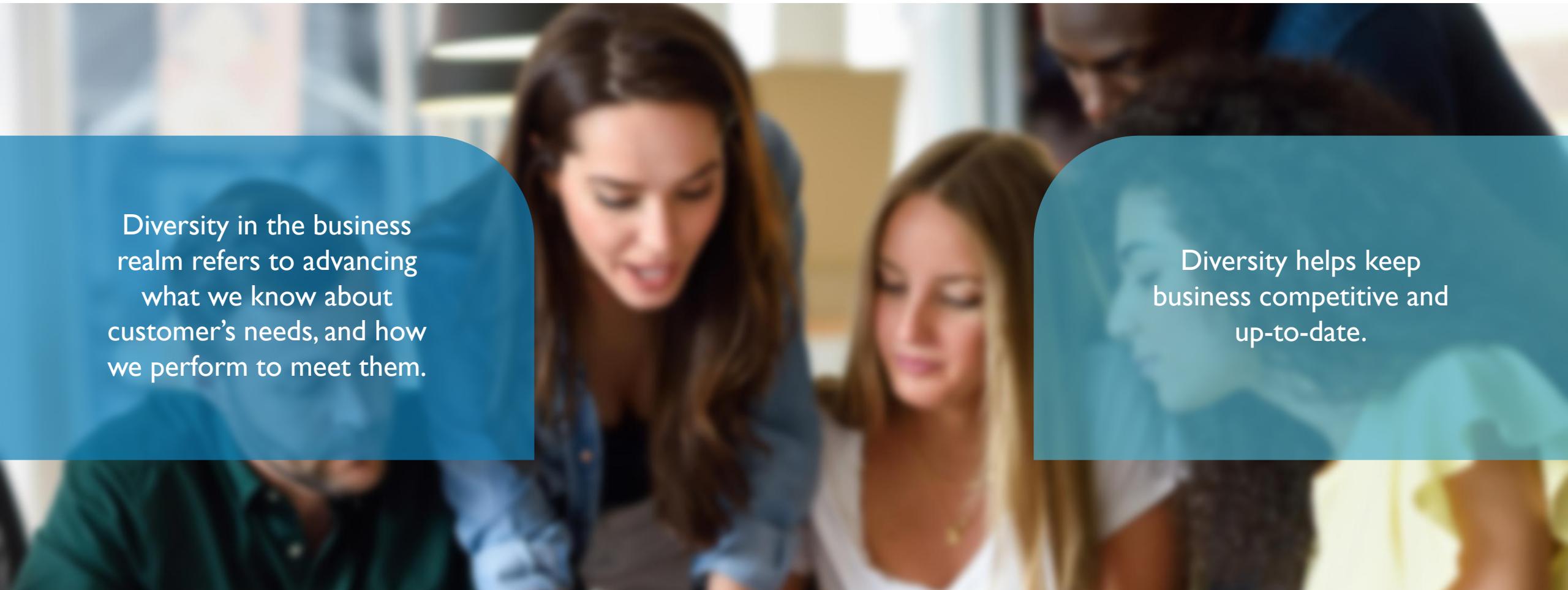


A unique range of
clients and products or
services provided.



Why Diversity is Essential

(1 of 4)

A blurred background image shows a group of diverse people, including men and women of different ethnicities, working together in an office environment. They appear to be looking at a screen or document together.

Diversity in the business realm refers to advancing what we know about customer's needs, and how we perform to meet them.

Diversity helps keep business competitive and up-to-date.

Why Diversity is Essential

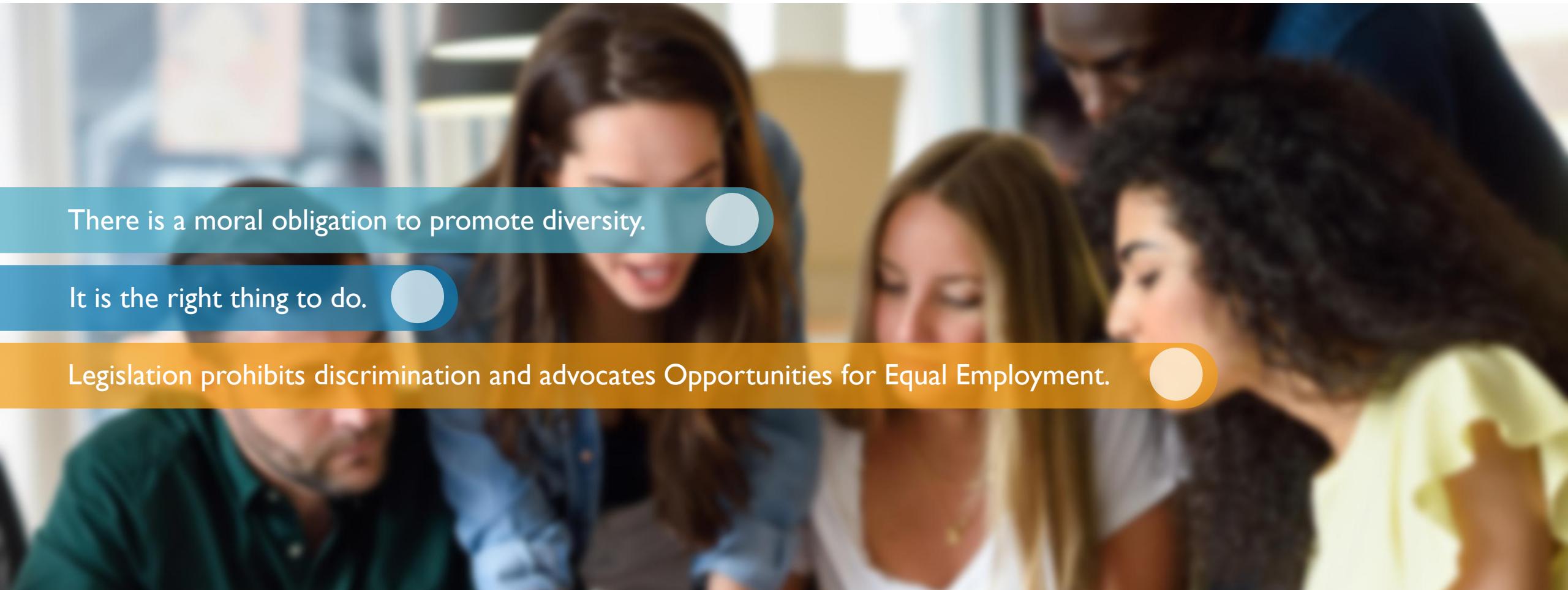
(2 of 4)



Hard-working companies, in order to stay current and competitive, strive to expand their inventory repertoire; a diversified workforce is the only way to accomplish this task.

Why Diversity is Essential

(3 of 4)



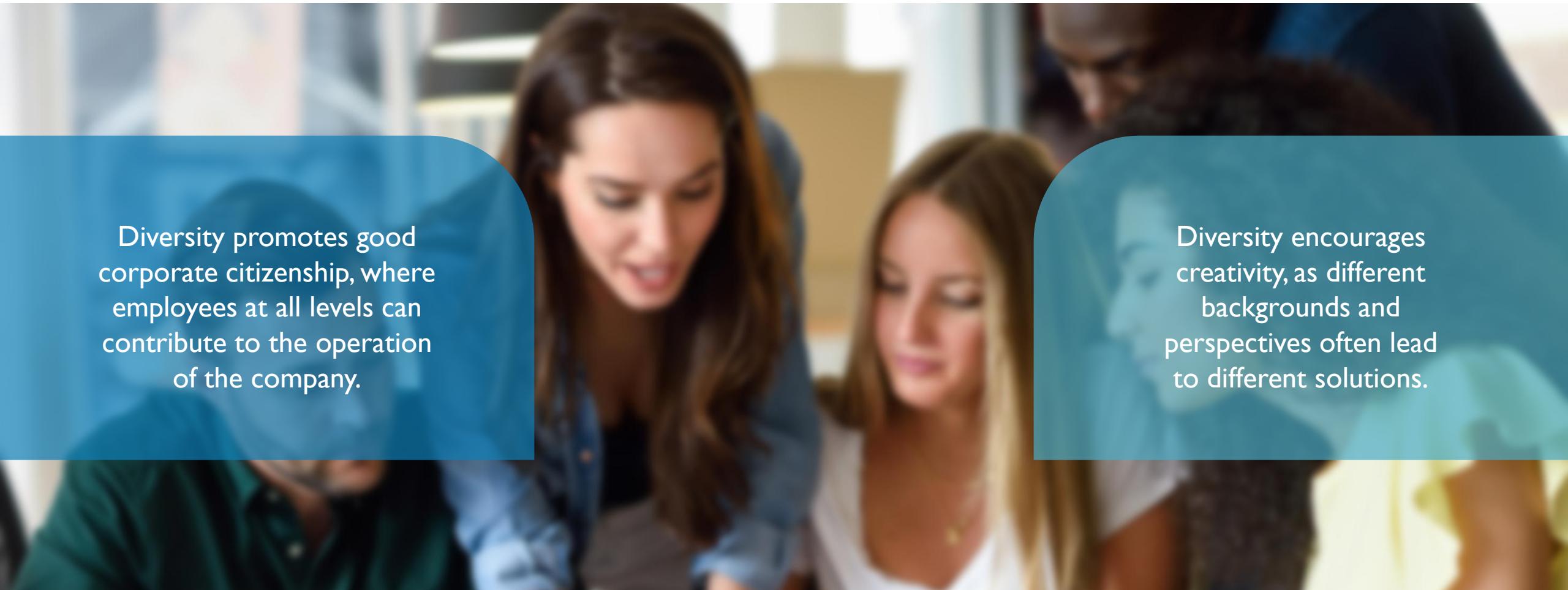
There is a moral obligation to promote diversity.

It is the right thing to do.

Legislation prohibits discrimination and advocates Opportunities for Equal Employment.

Why Diversity is Essential

(4 of 4)

A blurred background image shows a group of diverse people, including men and women of different ethnicities, working together in an office environment. They appear to be looking at a screen or document together.

Diversity promotes good corporate citizenship, where employees at all levels can contribute to the operation of the company.

Diversity encourages creativity, as different backgrounds and perspectives often lead to different solutions.

Workforce Benefits

(1 of 5)

A blurred background image shows two men, one with a beard and one with short hair, both smiling and looking at a laptop screen. A large blue circle is overlaid on the right side of the image.

The ability to better serve the growing expanse of potential customers.

The company will be prepared to participate in a global economy with a greater understanding of markets and communities.

Workforce Benefits

(2 of 5)

A blurred background image shows two men, one with a beard and one with short hair, both smiling and looking towards a laptop screen. The laptop screen displays a colorful chart or graph.

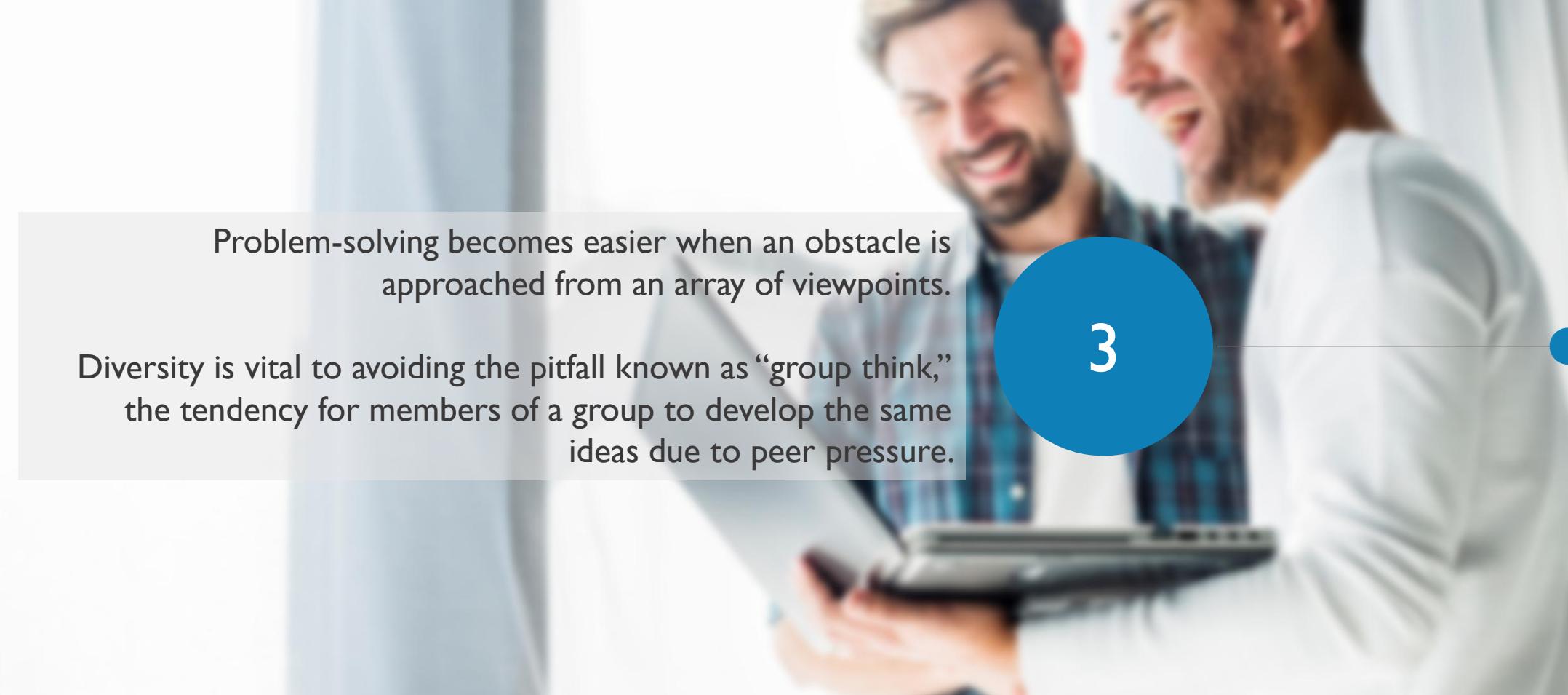
Creativity and engaging discourse is fostered, leading to an increase in innovation and productivity.

A heterogeneous environment stimulates discourse and the exchange of ideas.

2

Workforce Benefits

(3 of 5)

A blurred background image shows two men, one with a beard and one with short hair, both smiling and looking towards a laptop screen. The laptop screen is visible in the foreground.

Problem-solving becomes easier when an obstacle is approached from an array of viewpoints.

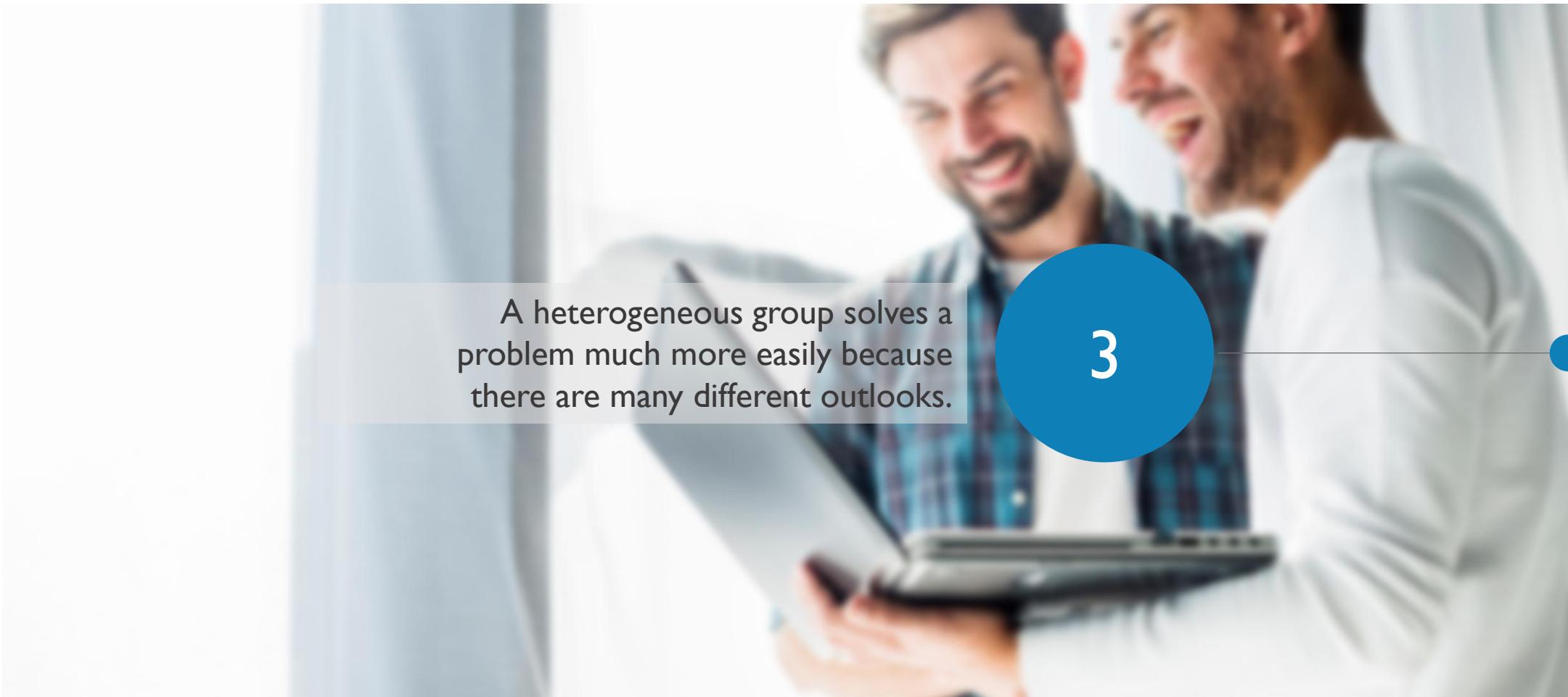
Diversity is vital to avoiding the pitfall known as “group think,” the tendency for members of a group to develop the same ideas due to peer pressure.

A large blue circular graphic containing the number 3, positioned to the right of the text block.

3

Workforce Benefits

(4 of 5)

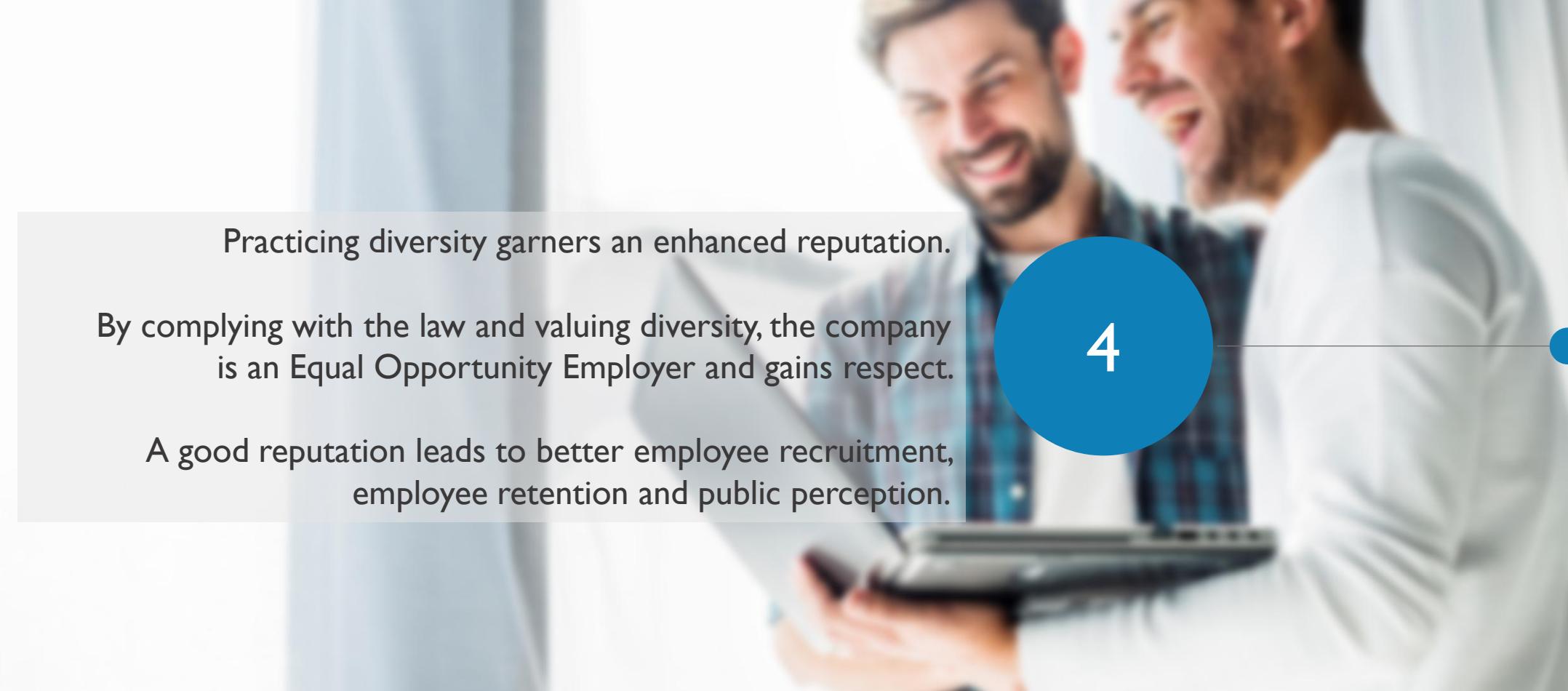


A heterogeneous group solves a problem much more easily because there are many different outlooks.

3

Workforce Benefits

(5 of 5)

A blurred background image shows two men of different ethnicities smiling and looking at a laptop screen together.

Practicing diversity garners an enhanced reputation.

By complying with the law and valuing diversity, the company is an Equal Opportunity Employer and gains respect.

A good reputation leads to better employee recruitment, employee retention and public perception.

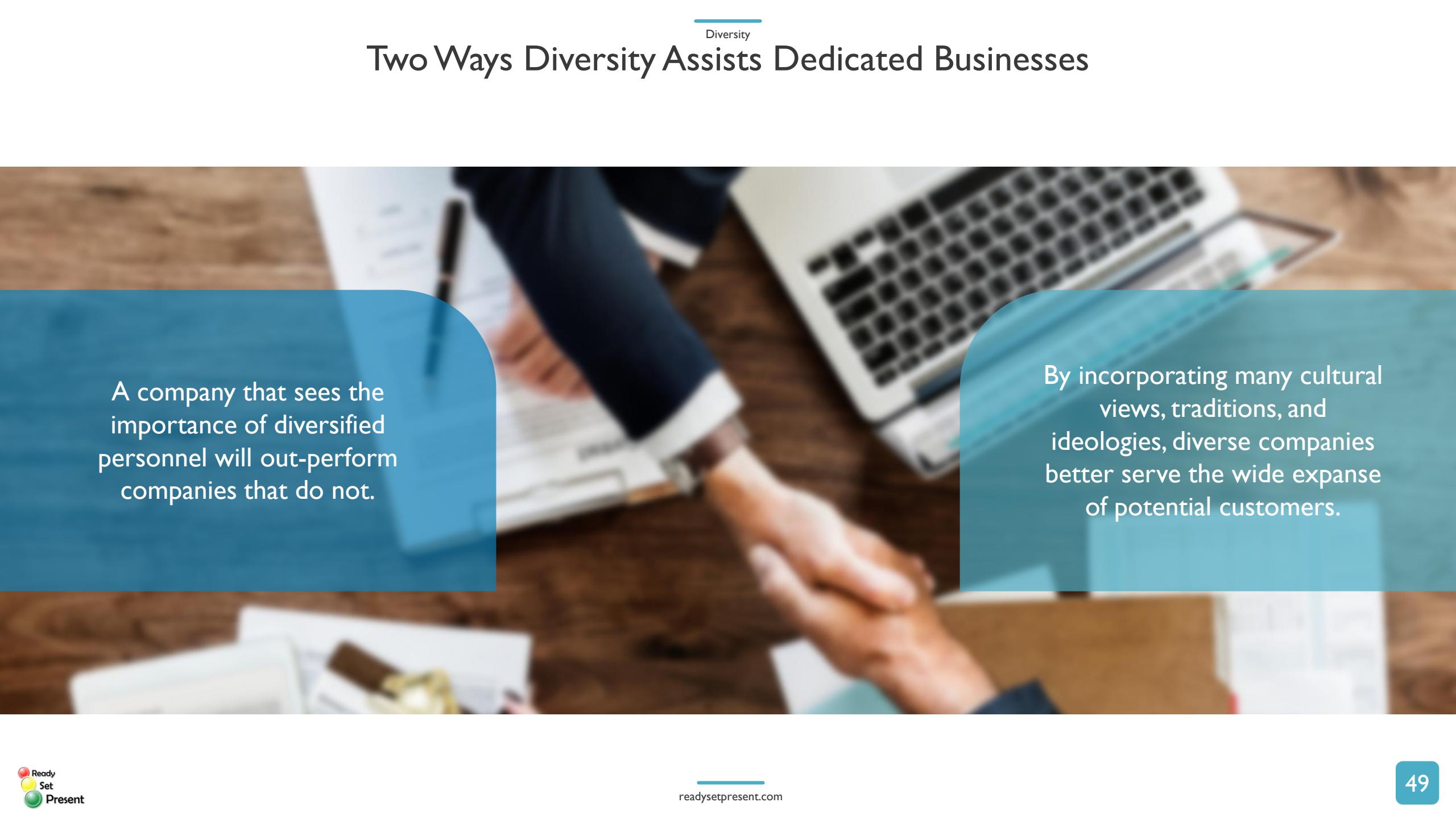
A large blue circle containing the number 4 is positioned on the right side of the slide.

4

Four Benefits Recapped



Two Ways Diversity Assists Dedicated Businesses

A photograph showing a person's hands holding a pen over a white document. In the background, a laptop is open on a wooden desk, showing its keyboard. The scene is set in an office environment.

A company that sees the importance of diversified personnel will out-perform companies that do not.

By incorporating many cultural views, traditions, and ideologies, diverse companies better serve the wide expanse of potential customers.

Four Departmental Benefits

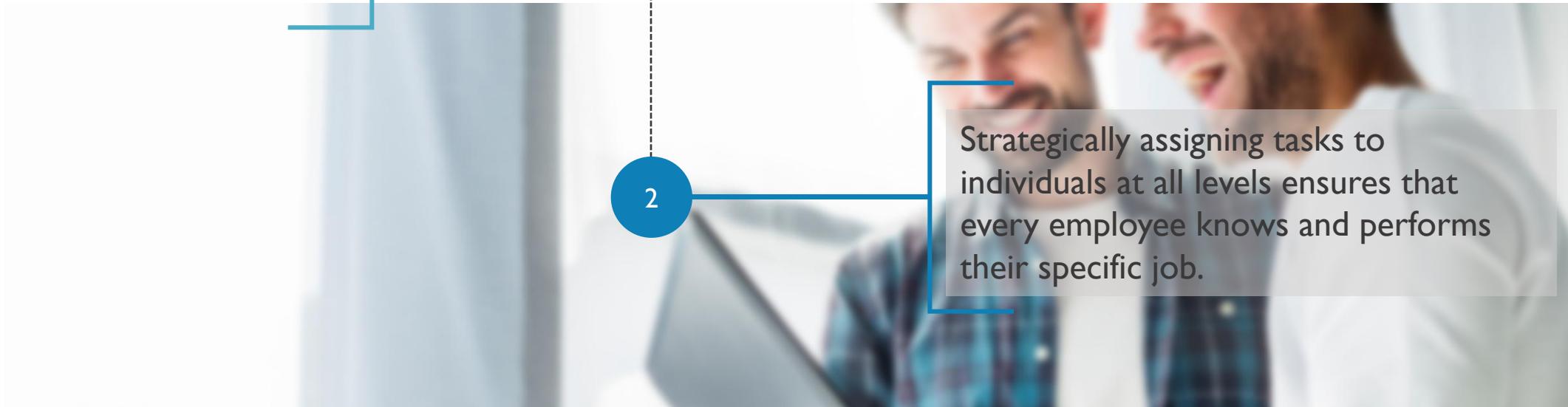
(1 of 2)

Specialization within a company cultivates efficiency.

1

2

Strategically assigning tasks to individuals at all levels ensures that every employee knows and performs their specific job.



Four Departmental Benefits

(2 of 2)

Organizational restructuring is key for diversity in the promotion of effective human resources management.

3

4

A blurred photograph of two men in professional attire, one wearing a plaid shirt and the other a white shirt, both smiling. A blue callout box with a dashed line points from the number 4 to the right side of the image.

Departments rid companies of overlap, which wastes time and money.

The Benefits of Diversified Products / Services

(1 of 2)



The company stays current.

The company keeps pace with technological and consumer trends, resulting in an increase in demand.

The Benefits of Diversified Products / Services

(2 of 2)

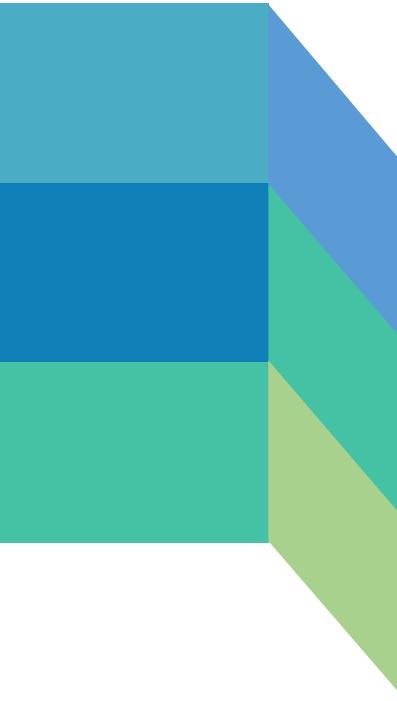


The company remains competitive in the market.

Offering a variety of products or services provides an edge over other companies.

Diversity

Challenges in Management



Acknowledging and recognizing the importance of diversity and the differences of individuals.

Combating negative attitudes and behaviors toward diversity.

Advocating for diversity acceptance and value.

KEY GOALS

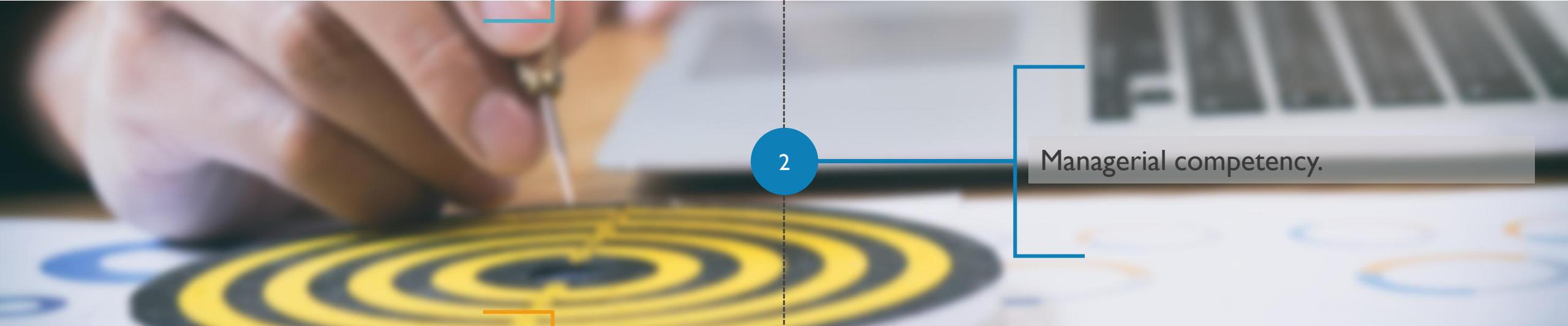


Diversity

Six Key Goals

(1 of 2)

What an organization must achieve through a diversified program:



The acquisition and retention of talent.

1

Brand equity.

3

Managerial competency.

Diversity
Six Key Goals
(2 of 2)

What an organization must achieve through a diversified program:

Customers in new communities.

4

5

6

Legislative compliance.

Corporate values and strategy.

Determine How Efficiently Diversity is Managed

(1 of 4)

Board of directors.
How many minorities are
there?

1

2

Top-level management positions.
How many minorities oversee large
groups of people?

Determine How Efficiently Diversity is Managed

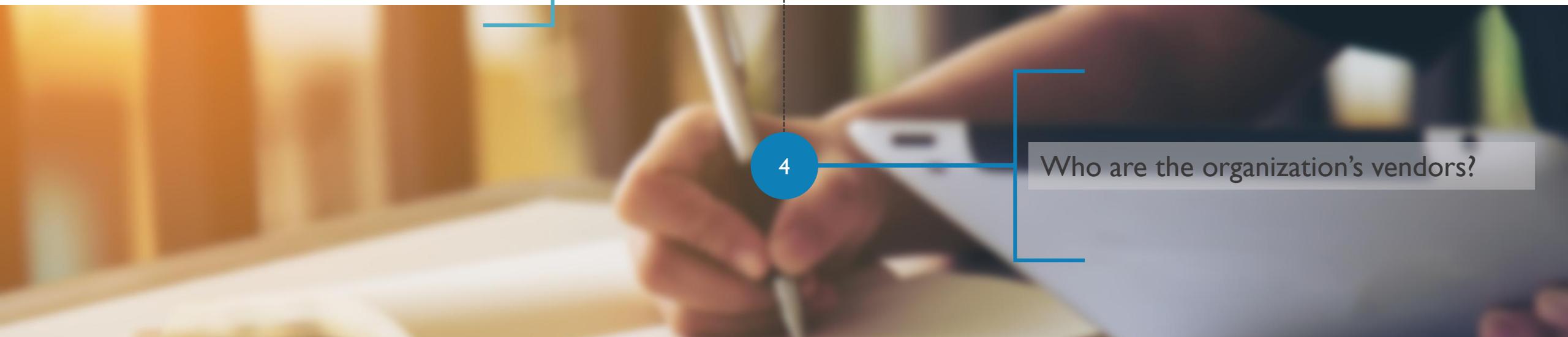
(2 of 4)

Diversity of spending.
How diverse is the organization's
marketing program?

3

4

Who are the organization's vendors?



Determine How Efficiently Diversity is Managed

(3 of 4)



Employees:

Ask how each employee promotes and supports or demeans and damages the company's diversity efforts.

Determine How Efficiently Diversity is Managed

(4 of 4)



Otherwise, there will not be a strong attempt to further diversity in the corporate arena.

Management Factors

(1 of 2)

Traditional “primary” factors:

Race.



Gender.



Ethnicity.



Disability.



Sexual Orientation.



Physical Attributes.



Age.



Management Factors

(2 of 2)

Managers successfully handle diversity by:



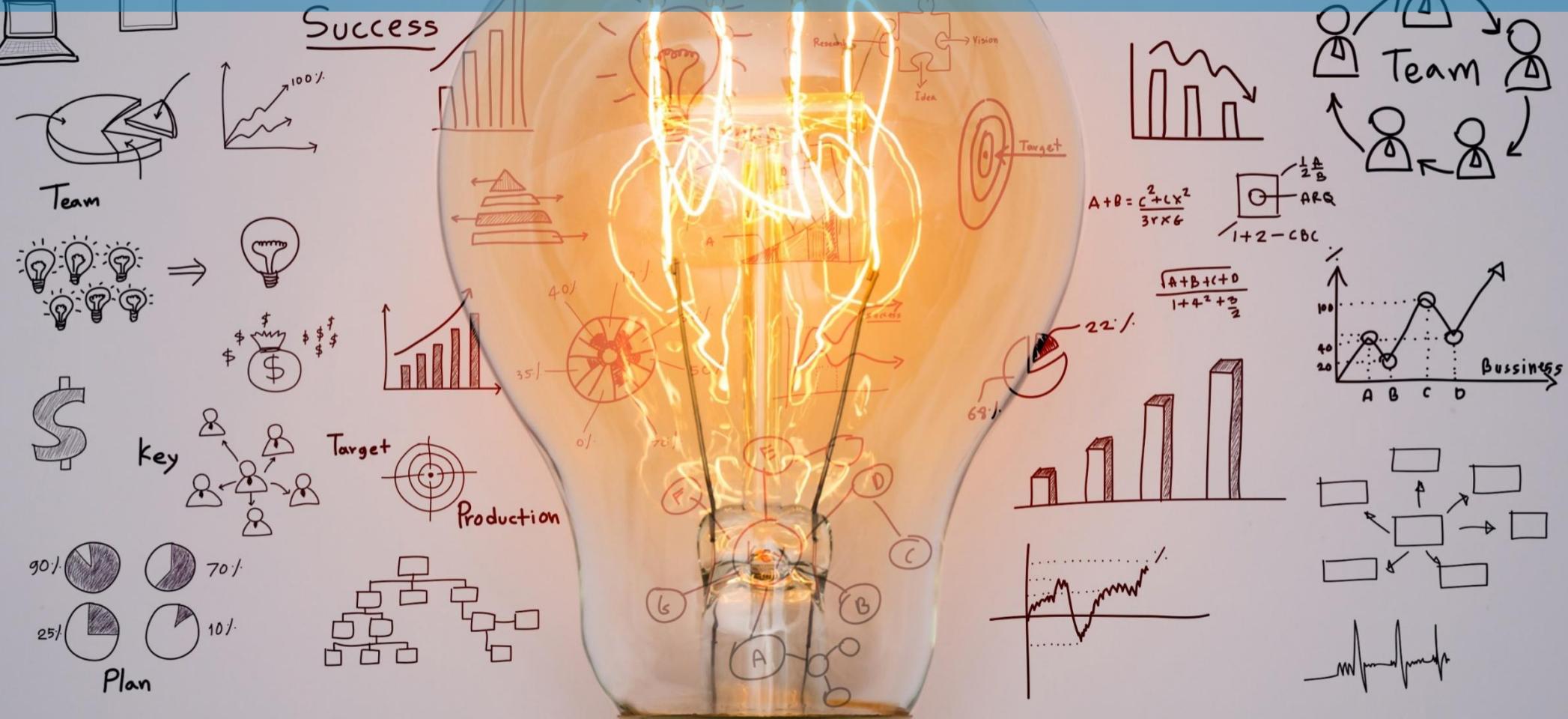
Blending corporate cultures after a merger.

Managing people with different personalities.

Integrating different worldviews.



IDEAS



8 Leadership Characteristics for Managing Diversity

(1 of 8)



Personal Openness

Be fair, negotiable, and flexible about the opinions of others.

8 Leadership Characteristics for Managing Diversity

(2 of 8)



Approachability

Others will be eager to work under a manager's guidance if they feel comfortable talking to them.

8 Leadership Characteristics for Managing Diversity

(3 of 8)



Emotional Intelligence

The ability to perceive your emotions
and the emotions of others.

8 Leadership Characteristics for Managing Diversity

(4 of 8)



Empathy

Essentially, “put yourself into someone else’s shoes.”

8 Leadership Characteristics for Managing Diversity

(5 of 8)



Strategic Thinking

Have a strong course of action, yet also have the courage to step outside of your comfort zone.

8 Leadership Characteristics for Managing Diversity

(6 of 8)



Strong Internal Locus of Control

The realization that you have control over the situation at hand; take responsibility for the outcome.

8 Leadership Characteristics for Managing Diversity

(7 of 8)



Capacity to Trust

Be a team player; put faith in the organization at all levels.

8 Leadership Characteristics for Managing Diversity

(8 of 8)



Facing the Challenge

Question rules, standards, teammates, and even yourself; don't be afraid to push the envelope.

8 Leadership Characteristics for Managing Diversity

(8 of 8)

Personal Openness

Approachability

Emotional Intelligence

Empathy

Strategic Thinking

Strong Internal
Locus of Control

Capacity to Trust

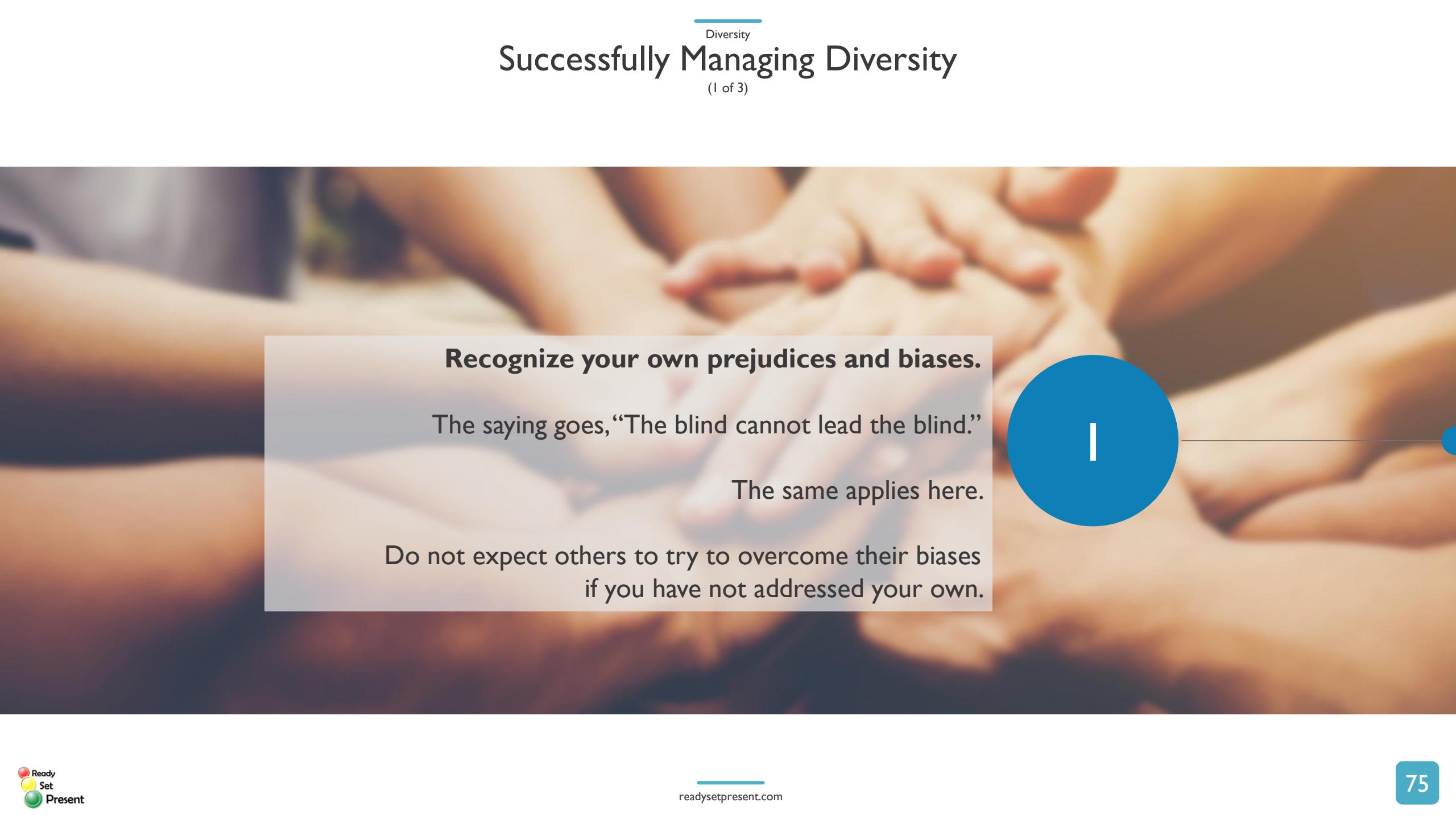
Facing the Challenge

SUCCESSFULLY MANAGING DIVERSITY



Successfully Managing Diversity

(1 of 3)

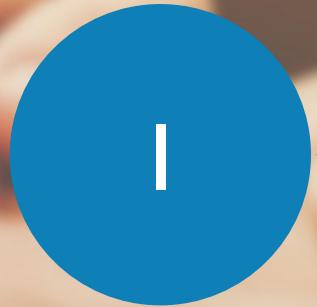


Recognize your own prejudices and biases.

The saying goes, “The blind cannot lead the blind.”

The same applies here.

Do not expect others to try to overcome their biases
if you have not addressed your own.

A large blue circular graphic with a white vertical line through the center, resembling a stylized letter 'I' or a pause symbol.

Successfully Managing Diversity

(2 of 3)

Reframe the issue.

Instead of just debunking stereotypes, teach employees not to be quick to judge and to see all sides of a situation before casting judgment.

2

Successfully Managing Diversity

(3 of 3)



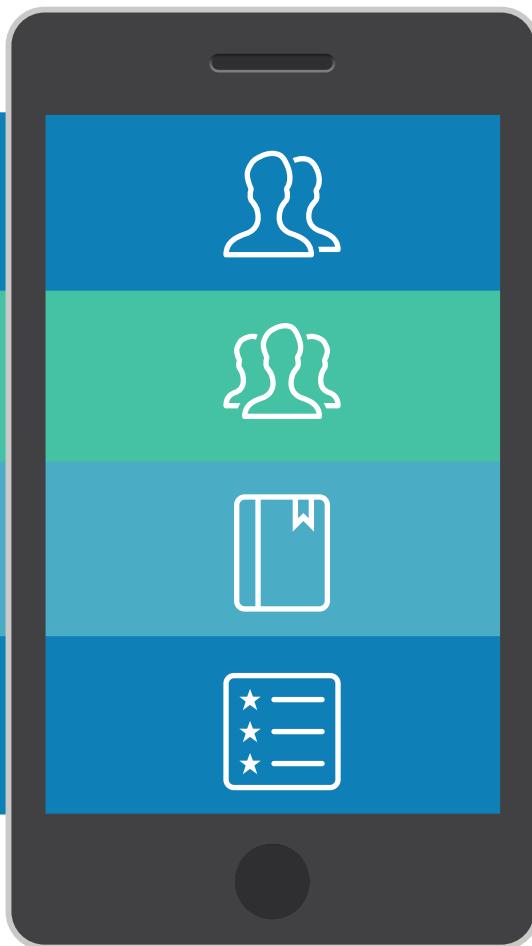
Be willing and prepared to enact change.

Actions speak louder than words.
Proclaiming intent to act is different from taking action.

2

How to Reword an Issue

Examples:



“How can managers engage employees from diverse backgrounds?”

“Who is our target audience?”

“What research must go into the newest project?”

“How can our company branch out and profit in new areas?”

Affirmative Action

(1 of 4)



Race.

Ethnicities.

Religious beliefs.

Affirmative action in the workforce is the practice of hiring employees of different:

Affirmative action is an attempt to make up for a history of discrimination.

Affirmative Action

(2 of 4)

Affirmative action is highly controversial.



Sometimes, people blame affirmative action for “reverse discrimination.”

Reverse discrimination is the rejection of an applicant of the **majority** group in favor of an applicant of a **minority** group based solely on racial factors.

Affirmative Action

(3 of 4)

Because affirmative action is controversial, these precautions must be taken:

A blurred background image shows a group of diverse business people, including men and women of various ethnicities, standing together in what appears to be a professional office environment. They are dressed in business attire, such as suits and blouses. In the foreground, there are two large, semi-transparent blue callout boxes containing text.

Applicants need to be first examined based on their qualifications. If qualifications are similar or equal between two applicants, affirmative action can be considered.

An employee must never be hired **only** to increase diversity.

Affirmative Action

(4 of 4)



Equality in the number of employees of a majority group and a minority group is an unrealistic goal – the goal should be to have representatives from all groups.

Employees and applicants of all groups should be equally respected.

Enacting Change

(1 of 4)

Promote safe communication outlets.

Understand the dynamics of the office and the relationships between all individuals.

Create an inclusive environment tailored to all employees, because this will make them more comfortable speaking up.

I

Enacting Change

(2 of 4)

Promote dialogue.

Promoting safe communication outlets creates opportunities to generate dialogues.

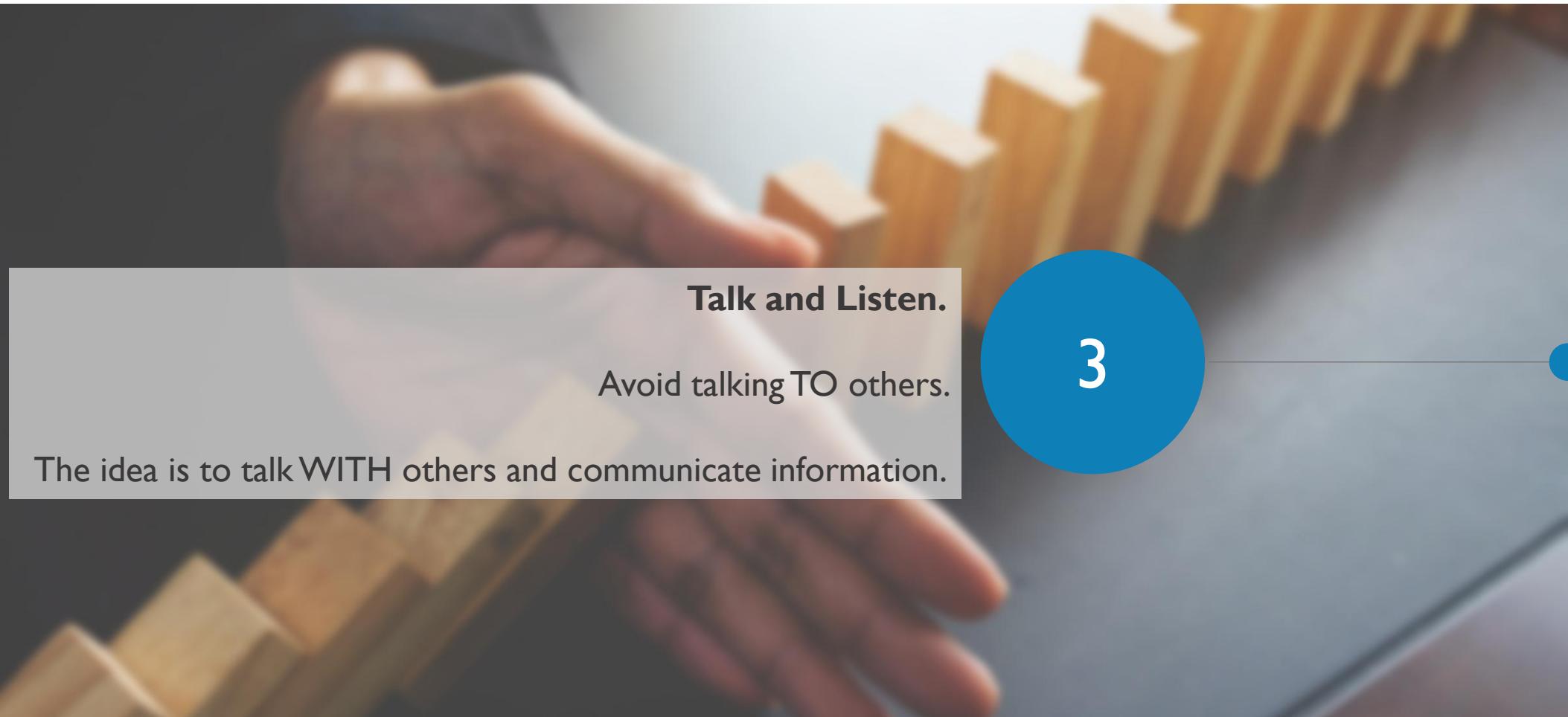
Dialogues must be constructive and never negative.

Negative feedback puts people down while positive feedback reinforces improvements.

2

Enacting Change

(3 of 4)



Talk and Listen.

Avoid talking TO others.

The idea is to talk WITH others and communicate information.

3

Enacting Change

(4 of 4)

Implement affirmative action.

This may not work for every company, although it can create diversity.

Affirmative action gives under-represented minorities opportunities that they have been previously denied.

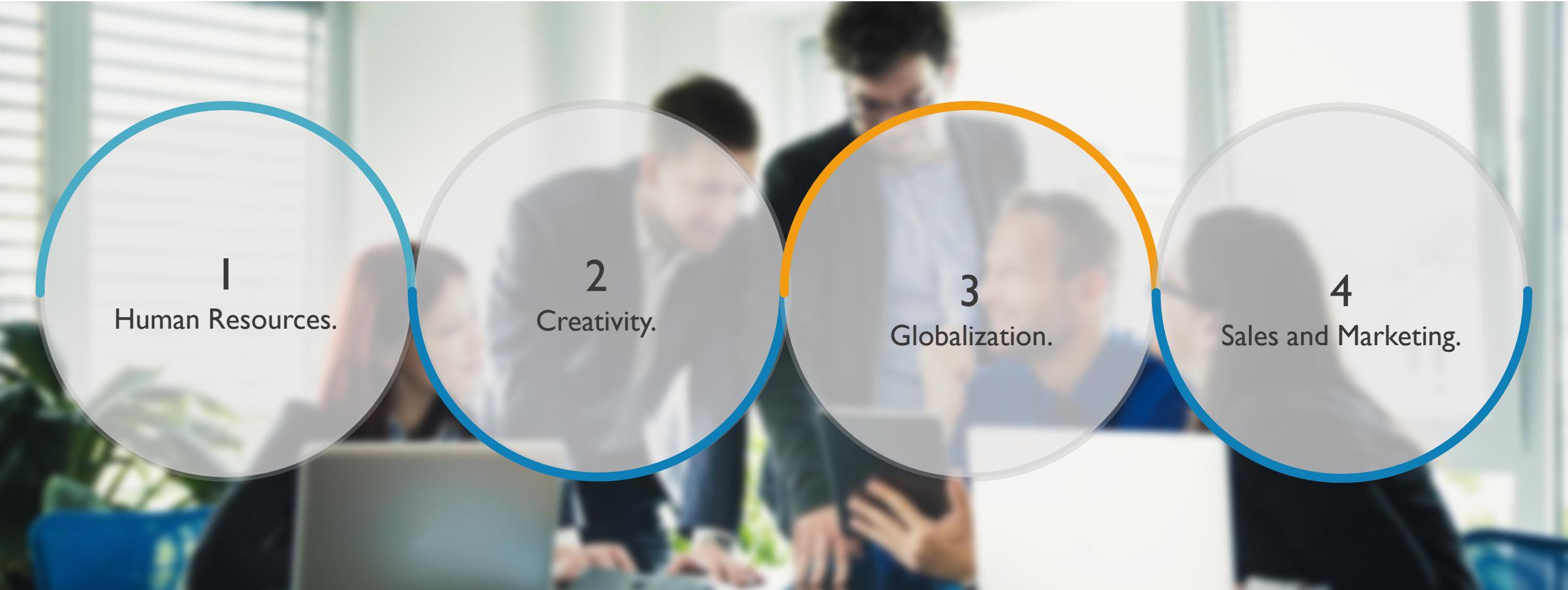
4

FOUR AREAS IMPACTED BY DIVERSITY MANAGEMENT



Four Areas Impacted by Diversity Management

(1 of 5)

A blurred background image shows a group of diverse individuals in a professional office environment, working at desks and interacting with each other.

1
Human Resources.

2
Creativity.

3
Globalization.

4
Sales and Marketing.

Four Areas Impacted by Diversity Management

(2 of 5)



Human Resources

Improves productivity, innovation, learning,
and performance.

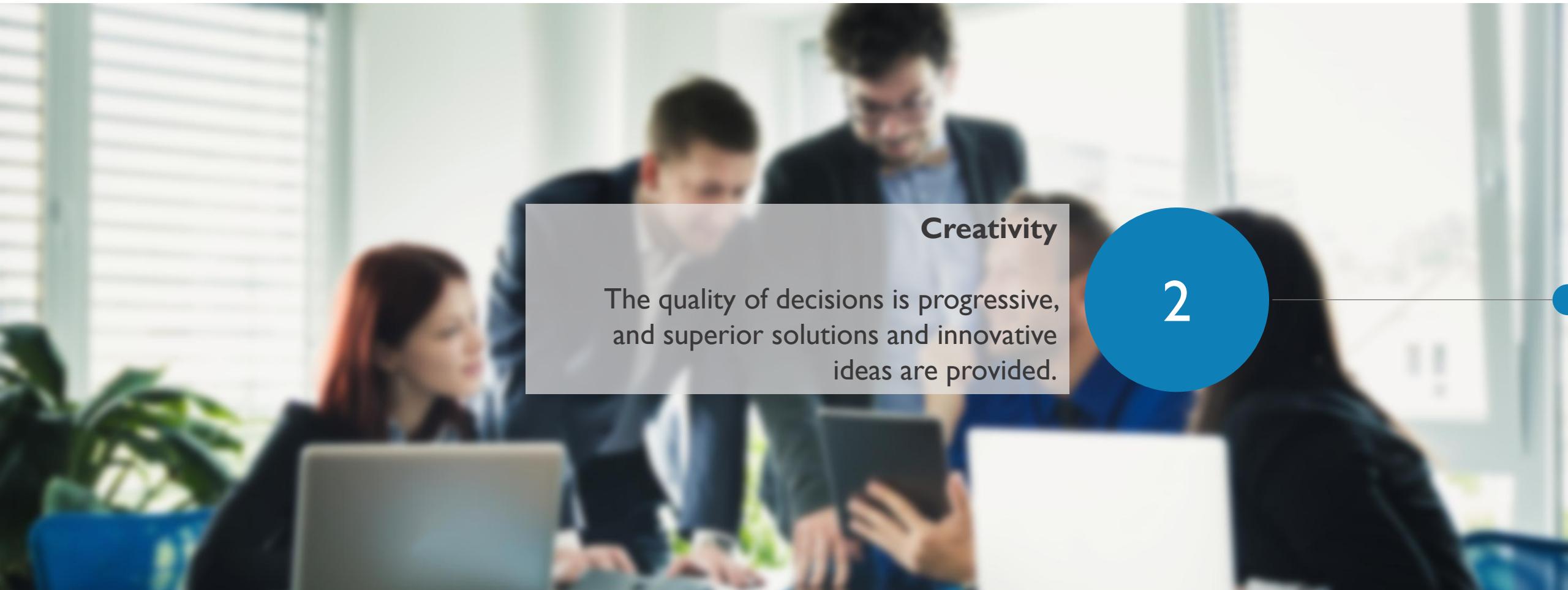
Four Areas Impacted by Diversity Management

(3 of 5)

Creativity

The quality of decisions is progressive, and superior solutions and innovative ideas are provided.

2



Four Areas Impacted by Diversity Management

(4 of 5)



Globalization

Capabilities that manage the complexity of the international marketplace are developed.

3

Four Areas Impacted by Diversity Management

(5 of 5)



Sales and Marketing

Market intelligence and knowledge strengthens communication between suppliers and partners.

4

Diversity Needs Top-Level Support

(1 of 3)



Cultural change requires improvement in the following areas:

*Recruitment goals.
Management strategies.
Workforce training.*

I

Diversity Needs Top-Level Support

(2 of 3)



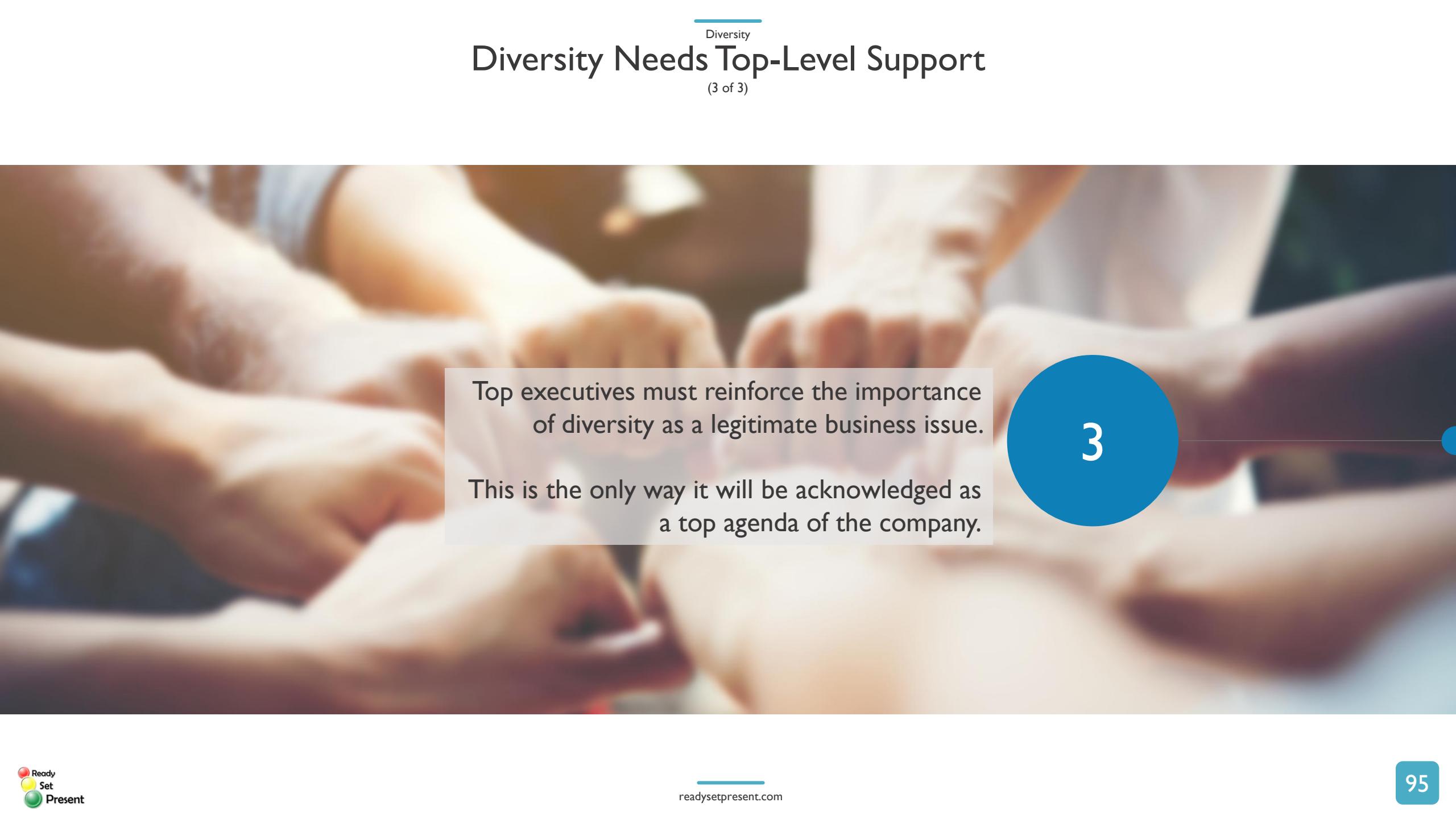
Often, lower level managers and employees only care about how they will personally benefit.

Although they believe that diversity is important, the issue does not carry weight.

2

Diversity Needs Top-Level Support

(3 of 3)



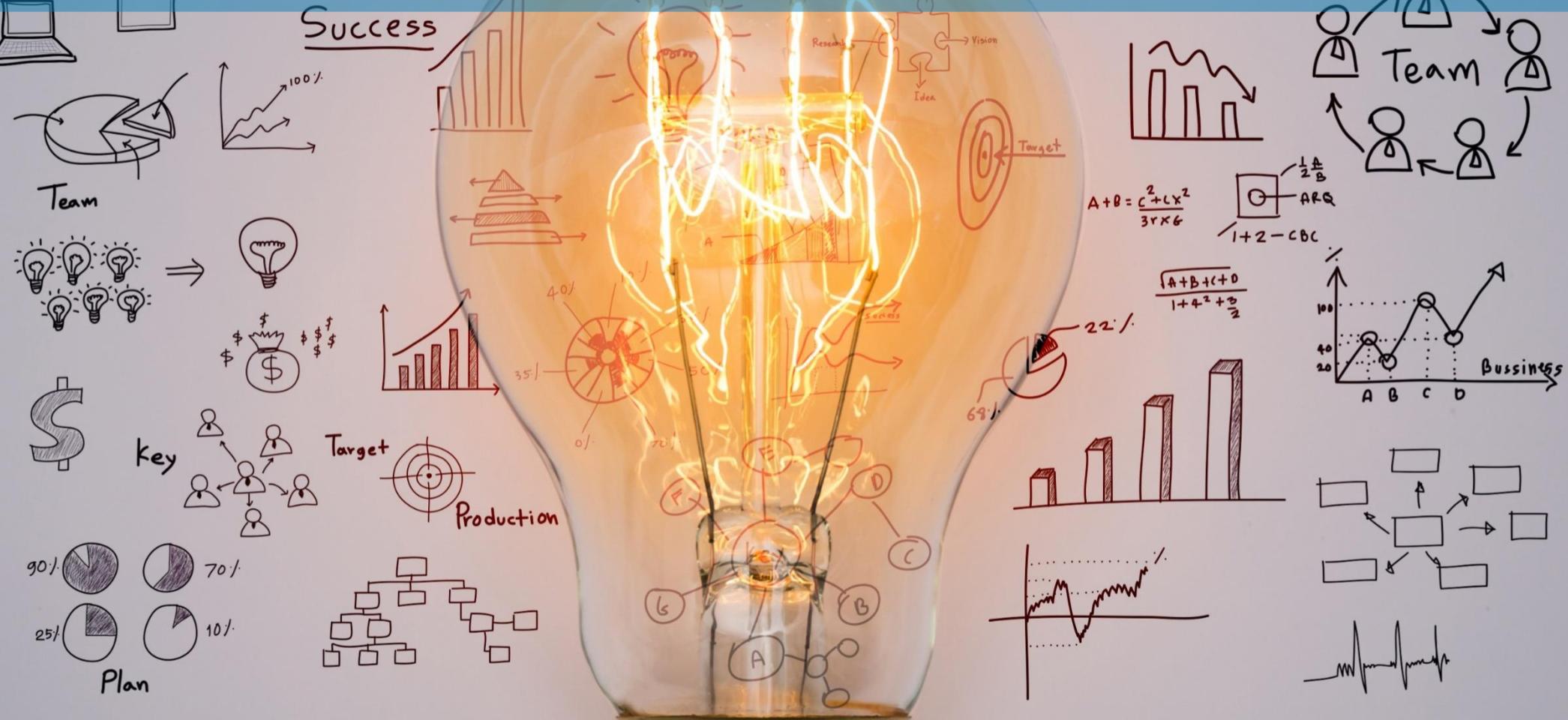
Top executives must reinforce the importance of diversity as a legitimate business issue.

This is the only way it will be acknowledged as a top agenda of the company.

3



IDEAS



Five Considerations

(1 of 12)

1

Recruiting.

2

Retaining.

3

Benchmarking.

4

Training.

5

Communication.

Five Considerations

(2 of 12)

Recruiting – Retaining – Benchmarking - Training - Communication



When interviewing job candidates, be patient and listen carefully to what they have to say.

Five Considerations

(3 of 12)

Recruiting – Retaining – Benchmarking - Training - Communication



Do not overlook someone simply because they have difficulty speaking English.

Create a warm workplace that is inviting and conducive to communication.

Five Considerations

(4 of 12)

Recruiting – **Retaining** – Benchmarking - Training - Communication



After making the first hires, make sure
the hard work gets set in motion.

Five Considerations

(5 of 12)

Recruiting – **Retaining** – Benchmarking - Training - Communication



Do not sit by and hope that a diverse workforce takes hold.

Keep a close eye on the relationships between foreign and domestic employees.

Five Considerations

(6 of 12)

Recruiting – Retaining – **Benchmarking** - Training - Communication



Beyond recruiting a diversified workforce, make sure to retain them.

There are three ways to keep a strong, diversified team:

Five Considerations

(7 of 12)

Recruiting – Retaining – **Benchmarking** - Training - Communication



Five Considerations

(8 of 12)

Recruiting – Retaining – **Benchmarking** - Training - Communication



In benchmarking, companies evaluate their own procedures against the best practice in order to seek and adopt the superior measures that are deemed the best fit for their business.

Five Considerations

(9 of 12)



This strategy allows the company to continuously monitor and improve upon their performance.

Benchmarking Example:
Tie manager's and employee's compensation to their progress at accepting and valuing diversity.

Five Considerations

(10 of 12)

Recruiting – Retaining – Benchmarking - **Training** - Communication



Provide useful guidance and instruction that will improve performance.

Regular training also ensures that superior performance is maintained.

Five Considerations

(11 of 12)

Recruiting – Retaining – Benchmarking - **Training** - Communication



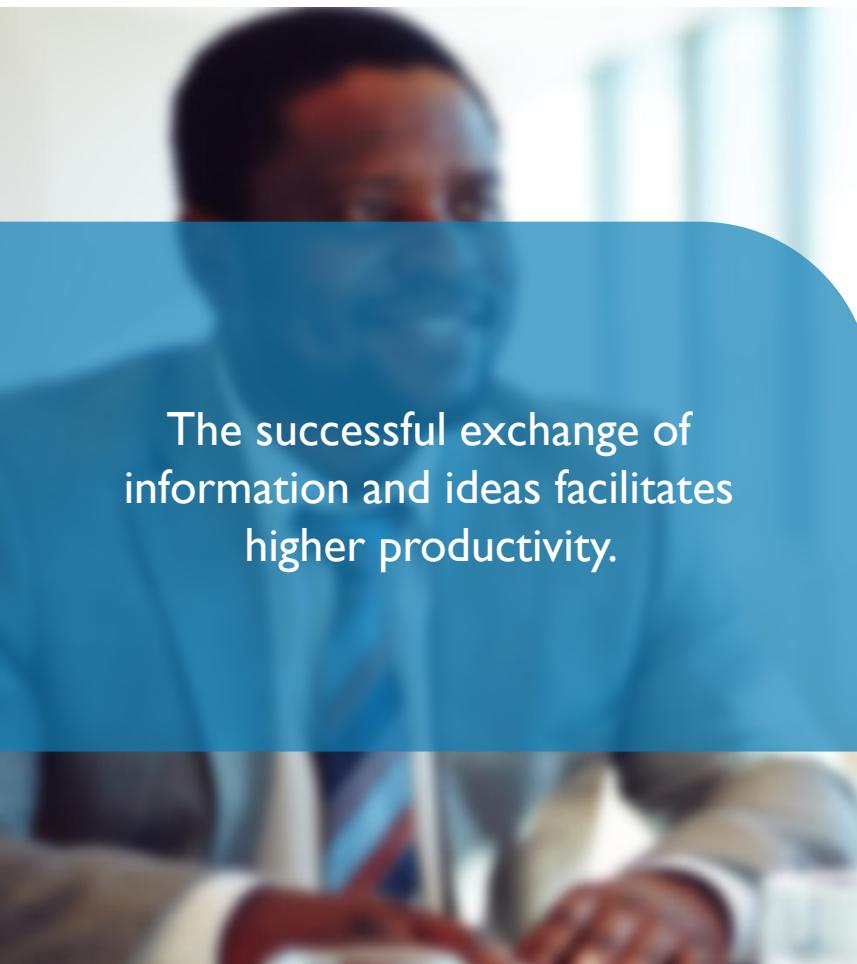
Training and education help participants address the barriers they put up.

They also help individuals learn to trust co-workers who are seen as different.

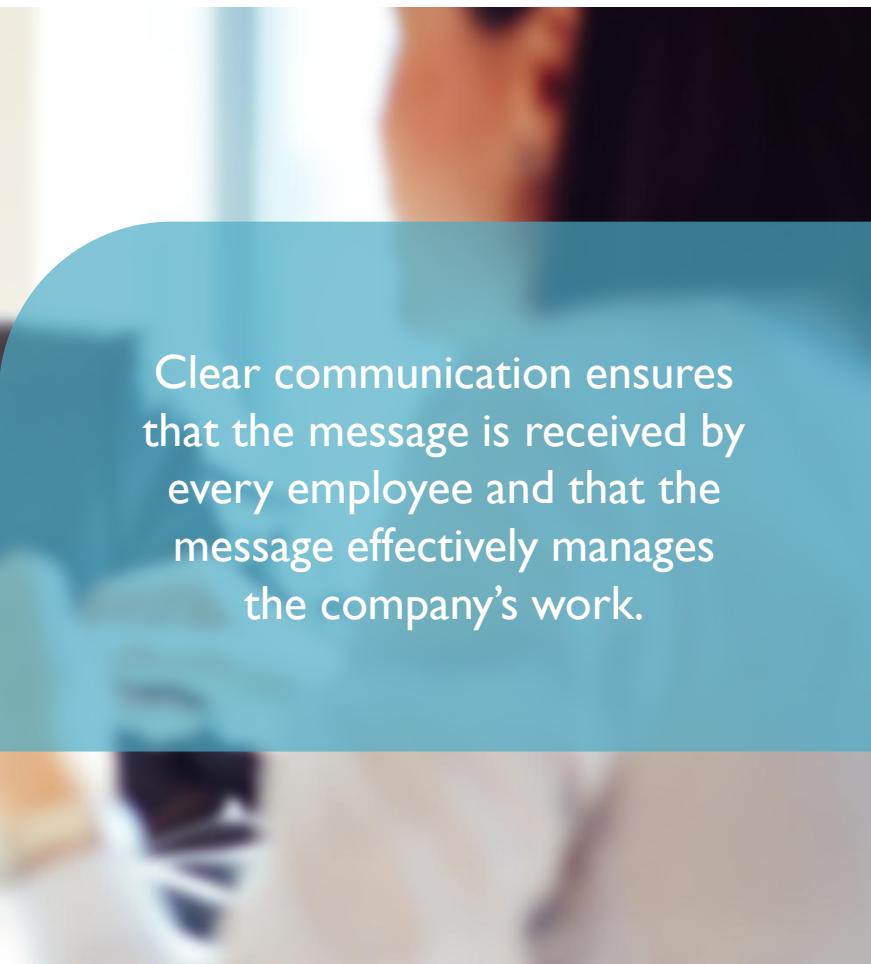
Five Considerations

(12 of 12)

Recruiting – Retaining – Benchmarking - **Training** - Communication



The successful exchange of information and ideas facilitates higher productivity.



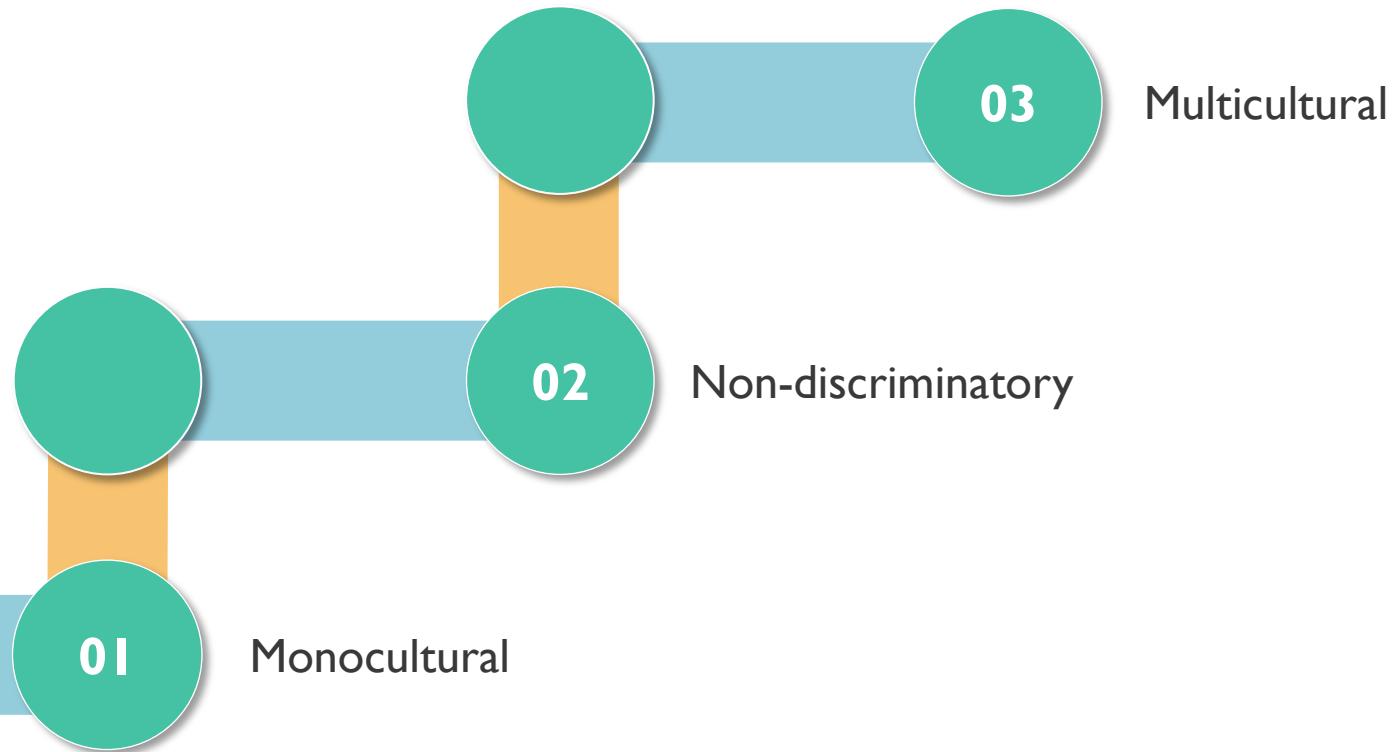
Clear communication ensures that the message is received by every employee and that the message effectively manages the company's work.

WORKFORCE DEMOGRAPHIC CHANGE



Three Stages of Workforce Demographic Change

(1 of 5)



Three Stages of Workforce Demographic Change

(2 of 5)

Monocultural

A blurred background image shows a person's hands interacting with a laptop keyboard. A bar chart is overlaid on the bottom left of the slide.

Characterized by explicit exclusion of racial minorities, women, etc.

This first level may actually be characterized by a desire to maintain a majority of white males.

Three Stages of Workforce Demographic Change

(3 of 5)

Multicultural

A blurred background image shows a person's hands working on a laptop. The screen displays various charts and graphs, suggesting a professional or analytical environment.

Describes an organization that is either in the process of becoming, or is diverse.

This includes an organization that:
Reflects the contributions of a diverse cultural group.

Endeavors to eliminate all forms of social discrimination.

Three Stages of Workforce Demographic Change

(4 of 5)

Multicultural

A blurred background image shows a person's hands working on a laptop. The screen displays various charts and graphs, suggesting a business or data analysis context.

Shares power and influence so that no one has complete control.

Advocates social diversity in and beyond the company.

Three Stages of Workforce Demographic Change

(5 of 5)

Non-discriminatory

A background photograph of a person's hands working on a laptop. The screen displays various charts and graphs, suggesting data analysis or business intelligence work.

A sincere desire to eliminate the majority group's unfair advantage.

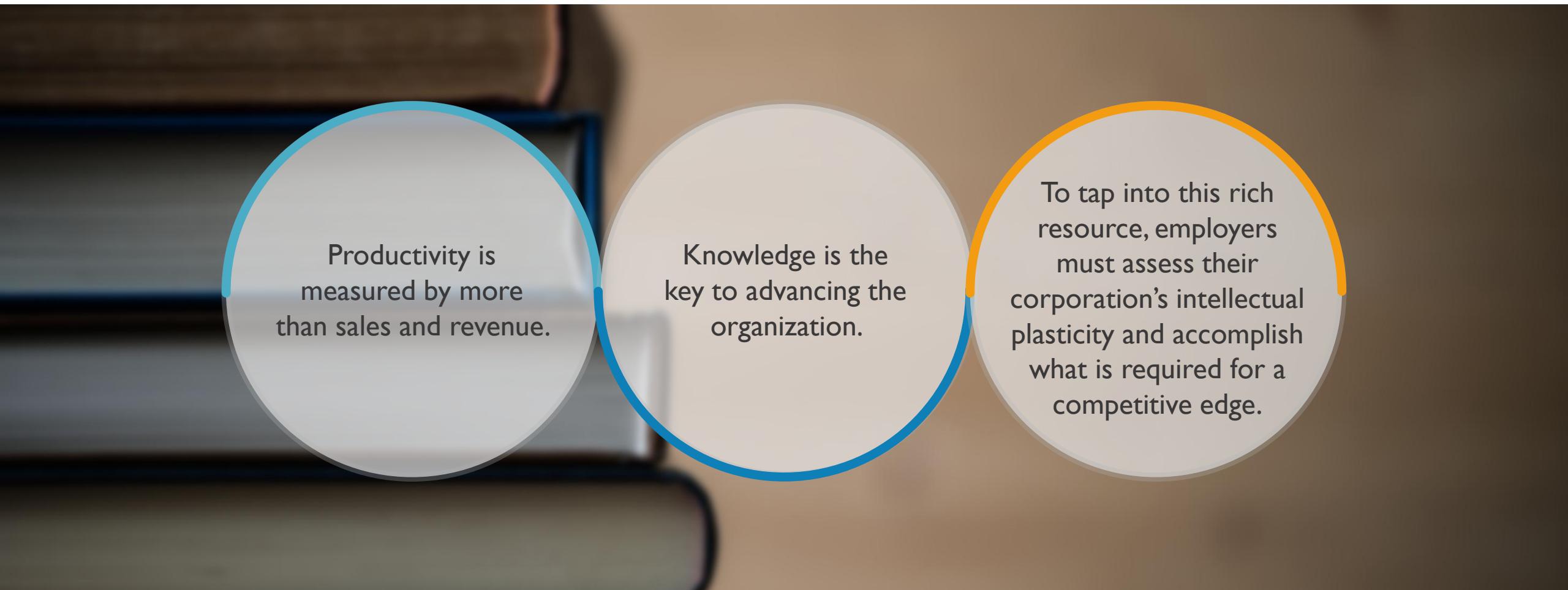
However, the organization does so without drastically changing its dominant stance.

A stack of five books is positioned on the left side of the frame, receding towards the center. The books have spines in various colors: dark blue, light green, medium green, dark green, and yellow. The pages of the books are visible at the edges, appearing aged and slightly yellowed. The background is a solid, warm brown.

KNOWLEDGE IS POWER

Knowledge is Power

(1 of 5)

A background image showing several thick, dark-colored books stacked horizontally.

Productivity is measured by more than sales and revenue.

Knowledge is the key to advancing the organization.

To tap into this rich resource, employers must assess their corporation's intellectual plasticity and accomplish what is required for a competitive edge.

Knowledge is Power

(2 of 5)



Those leaders who maximize their knowledge potential are more likely to offer attractive products and services that withstand competition.

Knowledge is Power

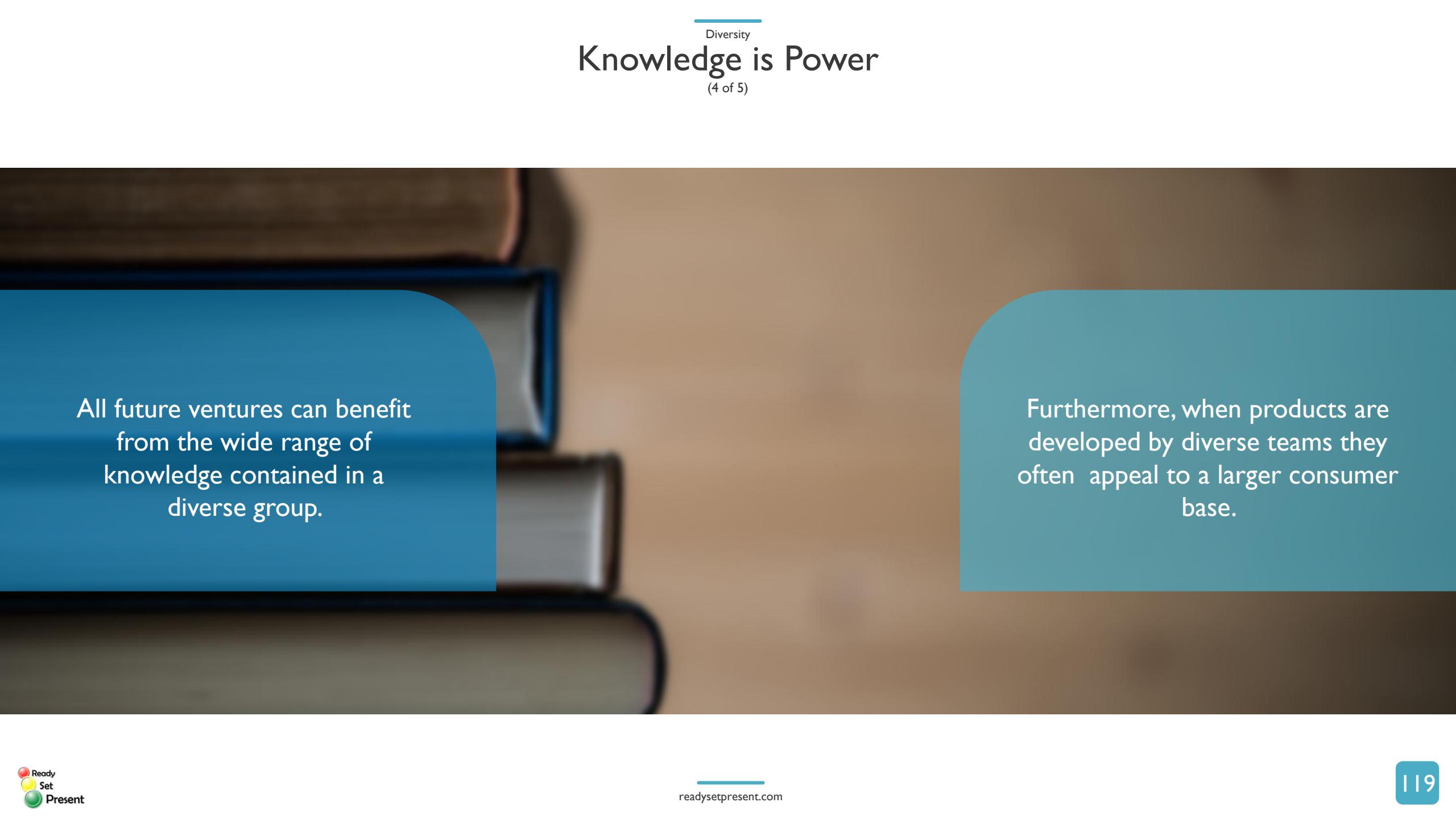
(3 of 5)



Investment in employee knowledge is essential to long-term corporate success; its effect impacts the depth of the “team roster.”

Knowledge is Power

(4 of 5)

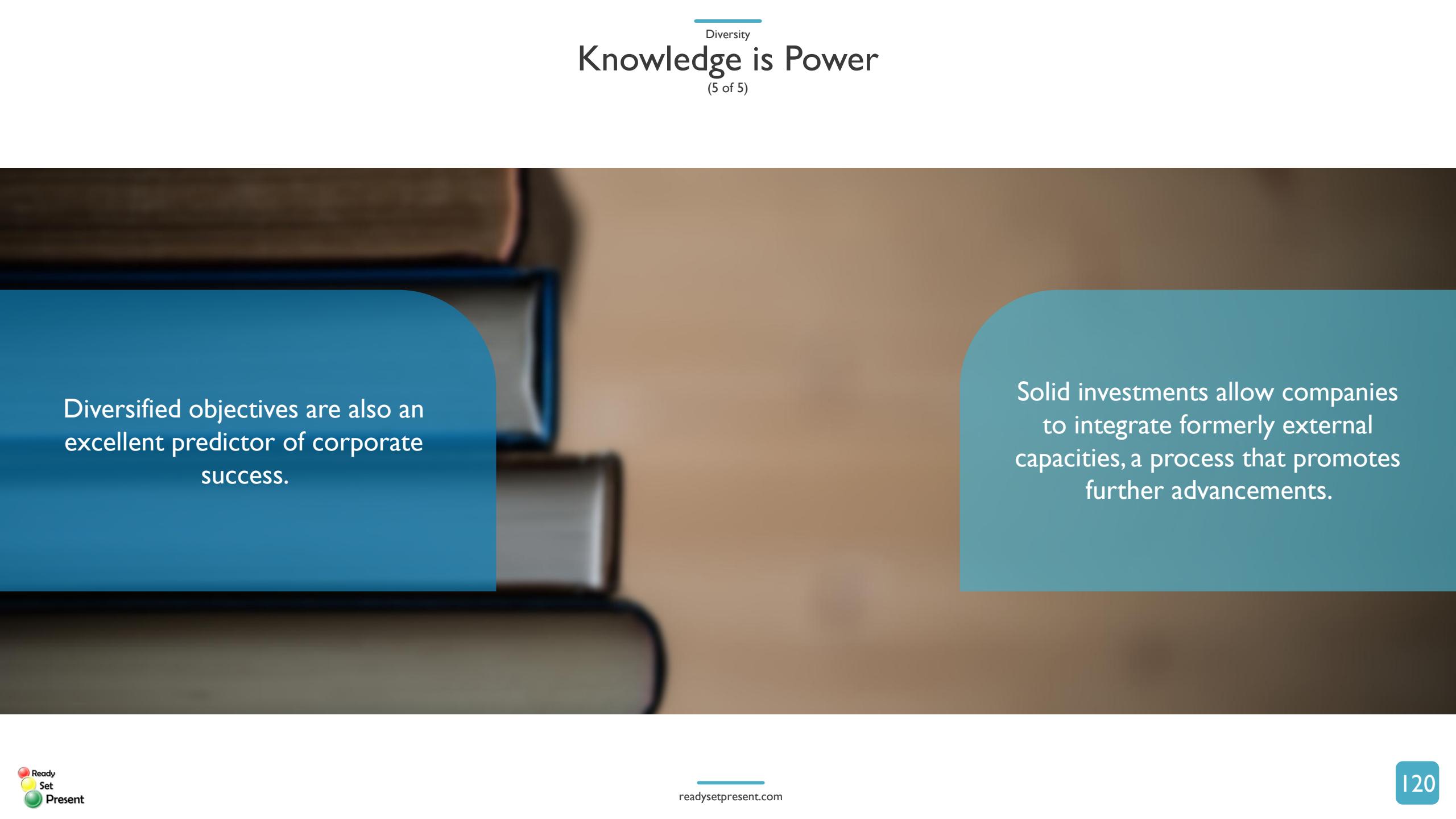


All future ventures can benefit from the wide range of knowledge contained in a diverse group.

Furthermore, when products are developed by diverse teams they often appeal to a larger consumer base.

Knowledge is Power

(5 of 5)



Diversified objectives are also an excellent predictor of corporate success.

Solid investments allow companies to integrate formerly external capacities, a process that promotes further advancements.

Absorptive Capacity



Definition

A company's ability to absorb or exploit available information for the development of new products.

Diversity Training

(1 of 2)



Diversity training must
be taken seriously.

All too often,
management treats
the issue with the
same care as
checking off an
errand list.

Diversity training is
mistreated as a pointless
and useless exercise,
when it actually has
much to offer.

Diversity Training

(2 of 2)



Educating everyone on proper behavior clears the air and alleviates tension at work.

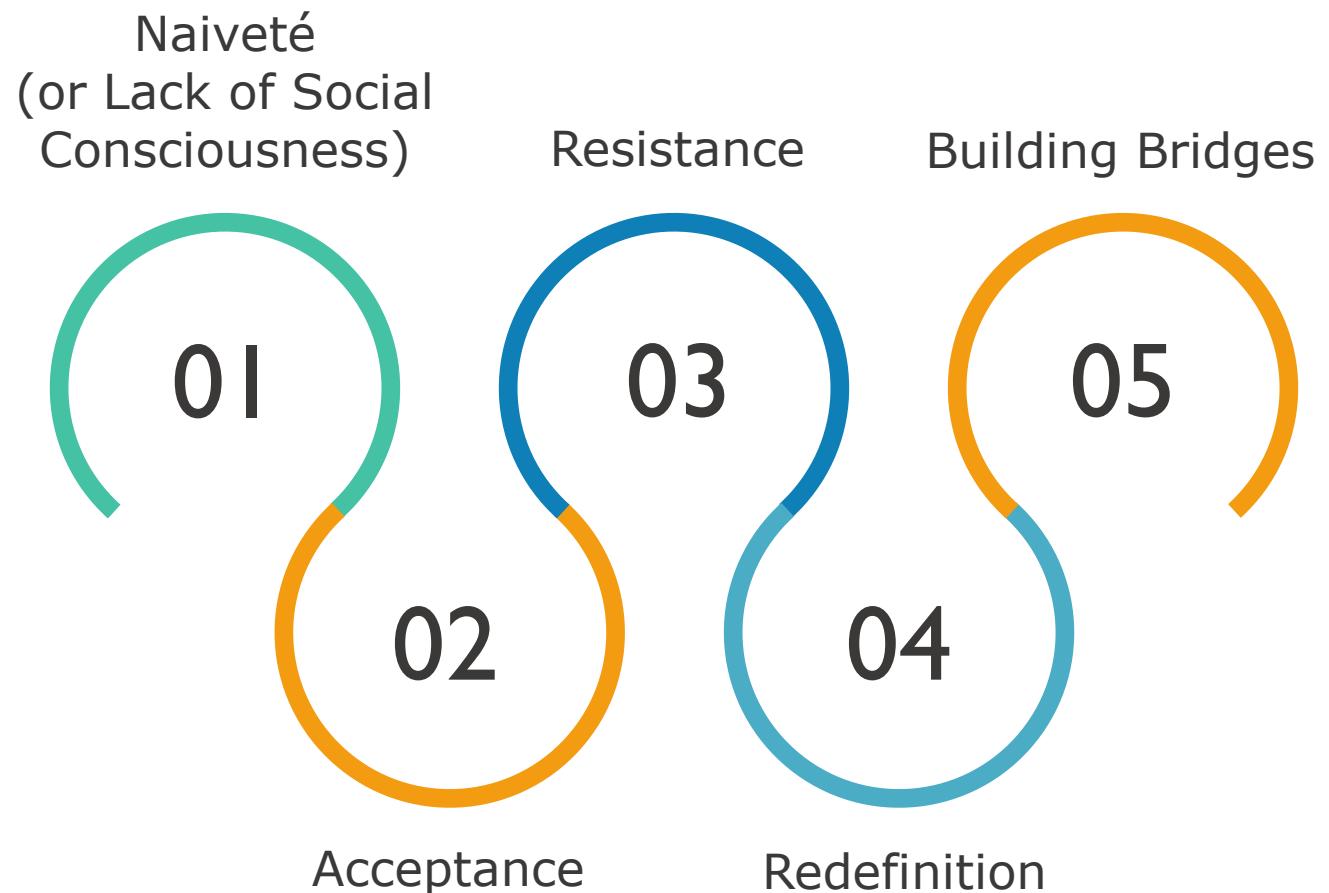
These seemingly small improvements can do wonders for productivity and employee buy-in.

PROCESS OF ADJUSTMENT



Diversity & Organizational Change

(1 of 6)



Diversity & Organizational Change

(2 of 6)



Naiveté

(or Lack of Social Consciousness)

Individuals do not understand that they
are members of a gender, racial, or
ethnic group.

Diversity & Organizational Change

(3 of 6)



Acceptance

Individuals buy into the prevailing social definitions of their group (and other groups).

Diversity & Organizational Change

(4 of 6)



Resistance

Individuals acknowledge their racist notions about social groups and become very sensitive about them, and avoid any initiative to change these views.

Diversity & Organizational Change

(5 of 6)



Redefinition

Individuals redefine themselves (and others) in ways that transcend the negative stereotypes of the past.

Diversity & Organizational Change

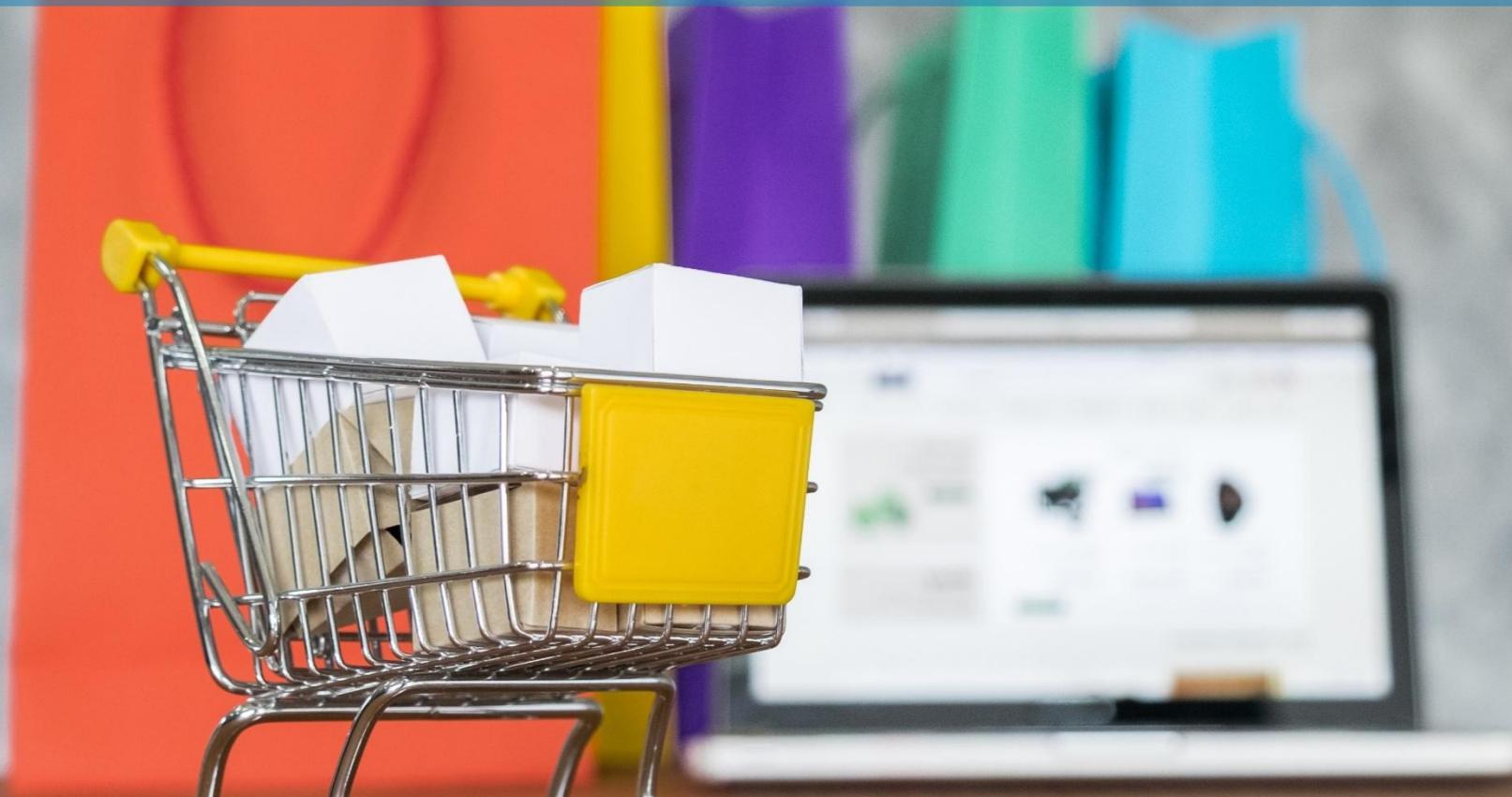
(6 of 6)



Building Bridges

Individuals become open to diverse and multicultural social interaction.

CONSUMER MARKETS



Consumer Markets

(1 of 6)



Misconceptions about consumer markets can have unfavorable effects on business strategies and workforce policies.

Consumer Markets

(2 of 6)



Businesses struggling to create a market of their own only can create better opportunities by reaching for more than one market at a time.

Consumer Markets

(3 of 6)



Businesses can dramatically increase their consumer base by incorporating more diverse development teams into offices that were previously run by only white employees.

Consumer Markets

(4 of 6)



In the near future, minorities will have an even greater say in business matters.

This will lead to the evolution of newer markets, and expand the range of consumer products.

Consumer Markets

(5 of 6)

Diversification:

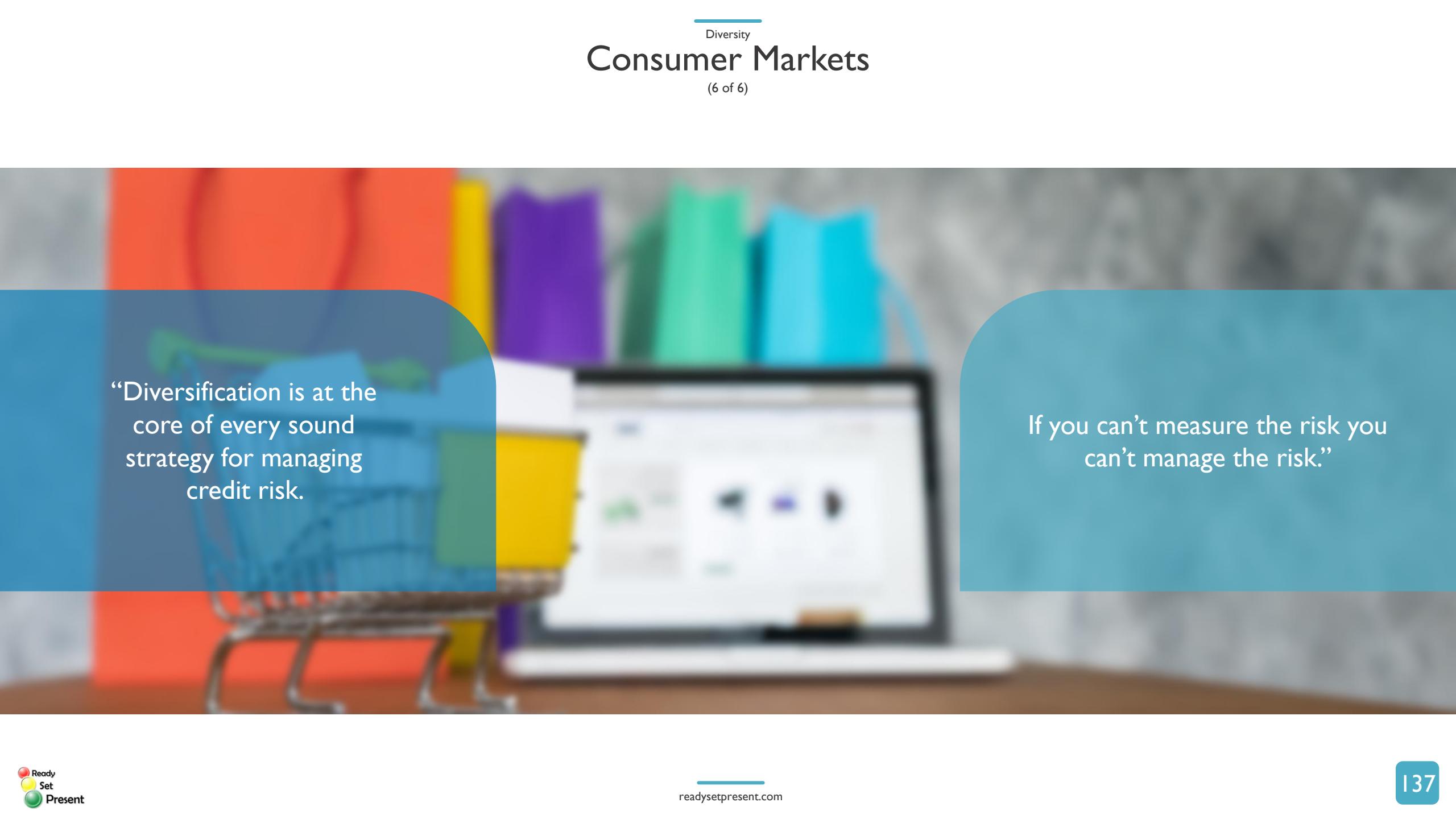


In the broadest sense of the word, it means knowledge of risk.

In order to measure whether it has been achieved, it is necessary to determine how well the organization's resources are allocated.

Consumer Markets

(6 of 6)



“Diversification is at the core of every sound strategy for managing credit risk.

If you can't measure the risk you can't manage the risk.”

Improving Diversity



The key to successfully improving diversity may actually be right in front of our eyes.

Large cities that are already well-represented by numerous ethnic and cultural groups hold the blueprints for the successful integration of diverse employees into the organization's workforce.

Methods to Diversify

(1 of 8)

- 
- 1 Industry
 - 2 Geography
 - 3 Size & Weight

Methods to Diversify

(2 of 8)

Industry

Two examples of risk diversification are:



- I. Increased business competition when two separate industries are scaled down into one.

Methods to Diversify

(3 of 8)

Industry

Two examples of risk diversification are:



2. One company succeeding at the expense of another leading competitor.

There is a negative correlation between companies in both cases.

Methods to Diversify

(4 of 8)

Geography



Although the suburban and rural areas are only slowly becoming more diverse, companies nationwide are more actively pursuing and hiring a diverse core of employees.

Methods to Diversify

(5 of 8)

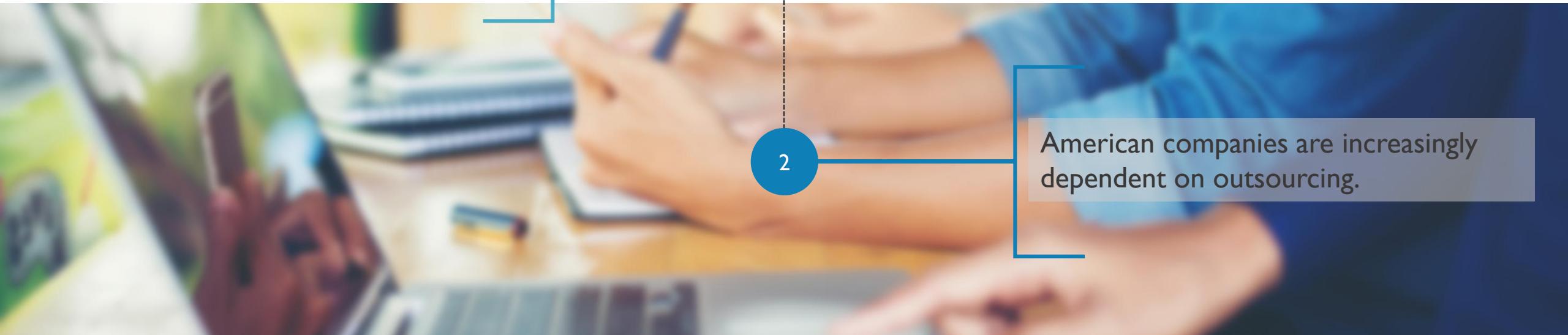
Geography

Many companies are not located in just one spot and are instead setting up a range of domestic and international offices.

1

2

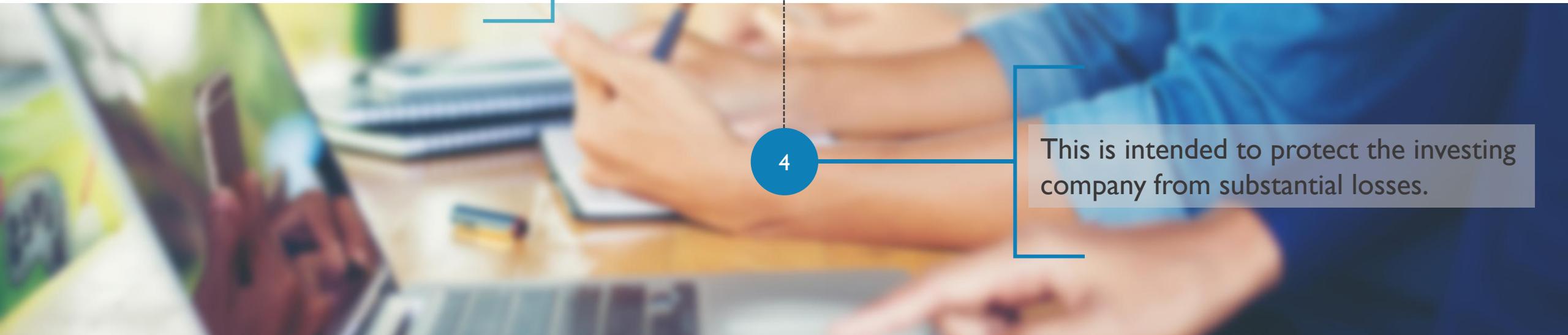
American companies are increasingly dependent on outsourcing.



Methods to Diversify

(6 of 8)

Geography



Many brokers impose caps on how much can be invested under any certain company.

3

4

This is intended to protect the investing company from substantial losses.

Methods to Diversify

(7 of 8)

Size & Weight



As global marketplaces expand and reach new customers, managers may be faced with unforeseen ethnic and cultural issues that are difficult to fix, so they must work to become more culturally aware.

Methods to Diversify

(8 of 8)

Size & Weight



A multinational corporate system requires graceful handling on tough issues so that valuable employees continue to work and contribute to the company's welfare.

DIVERSITY PROGRAMS

A photograph of two men in professional attire standing in an office environment. The man on the left is wearing a dark blue suit, white shirt, and black tie, holding a clipboard. The man on the right is wearing a grey suit, light blue shirt, and striped tie, looking down at the clipboard. In the background, two other people are seated at a desk, working on laptops. The overall atmosphere is professional and focused.

Diversity Programs (EAP)

(1 of 5)

Employee Assistance Programs



Defined:

A service, plan or set of benefits that is designed for personal or family problems, including mental health, substance abuse, gambling addiction, marital problems, parenting problems, emotional problems or financial pressures.

Diversity Programs (EAP)

(2 of 5)

Employee Assistance Programs



Explained:

This is usually provided by an employer to the employees to assist them in getting help for problems so that they can remain on the job.

Diversity Programs (EAP)

(3 of 5)

Employee Assistance Programs



These programs offer a surplus of work and life services.

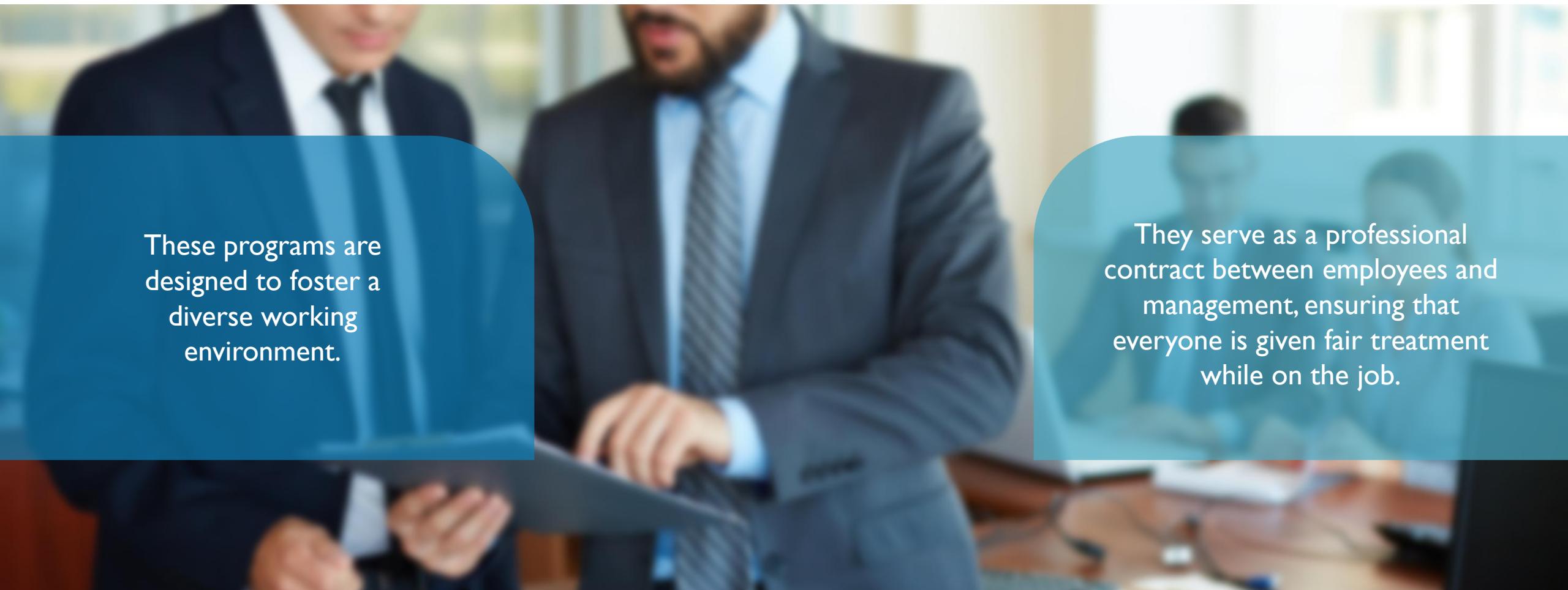
Their intent is to provide aid to foreign customers.

The basic purpose of these programs is to create space where diversity of any kind is acknowledged with full attention and where inclusion comes first in any group project.

Diversity Programs (EAP)

(4 of 5)

Employee Assistance Programs

A blurred background image shows two men in dark suits and ties looking down at a tablet device. One man is in sharp focus in the foreground, while the other is slightly out of focus behind him.

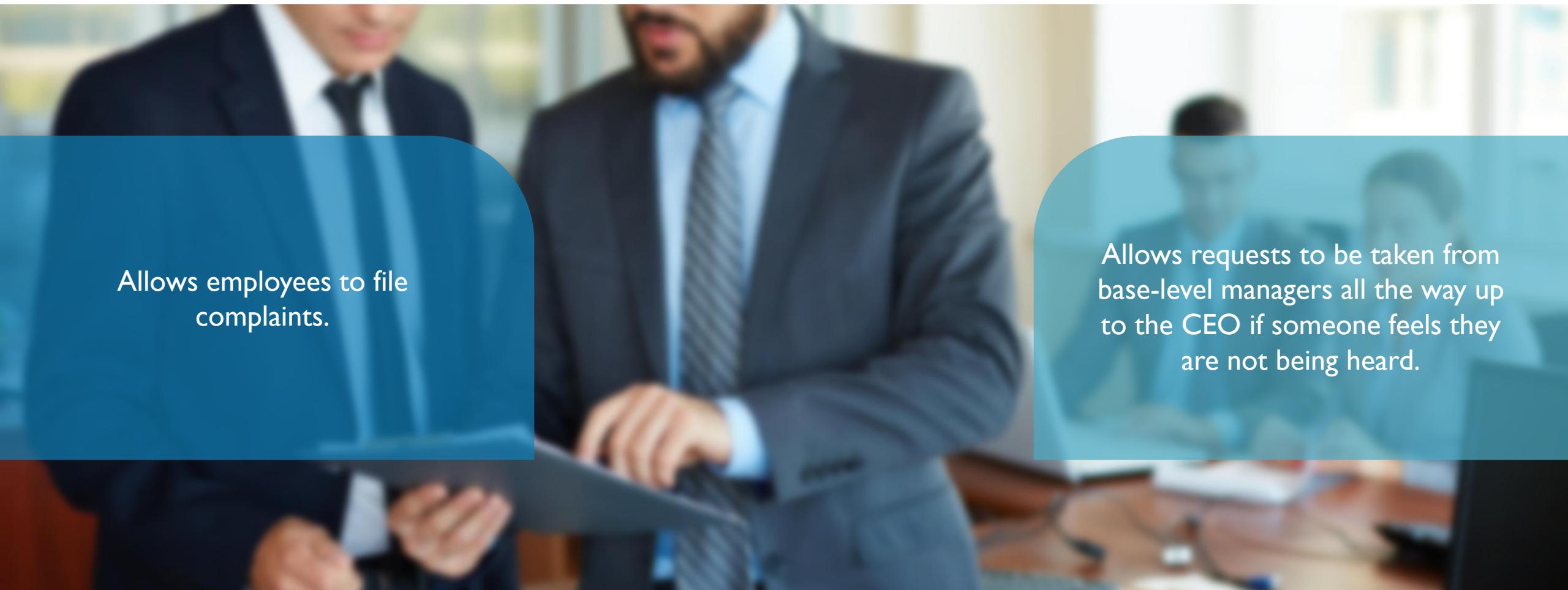
These programs are designed to foster a diverse working environment.

They serve as a professional contract between employees and management, ensuring that everyone is given fair treatment while on the job.

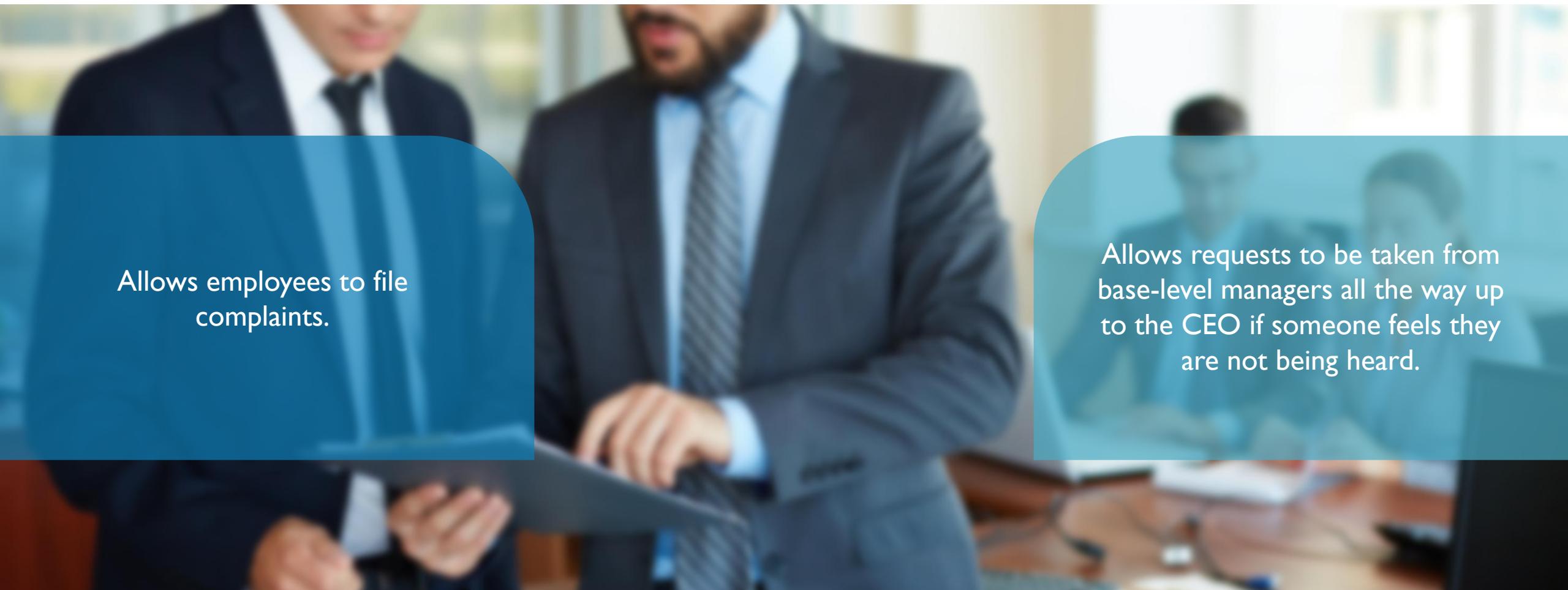
Diversity Programs (EAP)

(5 of 5)

Conflict-Resolution Programs

A blurred background image shows two men in dark suits and ties looking down at a tablet device held by one of them. They appear to be in an office setting. A large blue semi-transparent callout bubble is positioned on the left side of the slide, containing the text.

Allows employees to file complaints.

A blurred background image shows two men in dark suits and ties looking down at a tablet device held by one of them. They appear to be in an office setting. A large blue semi-transparent callout bubble is positioned on the right side of the slide, containing the text.

Allows requests to be taken from base-level managers all the way up to the CEO if someone feels they are not being heard.

Diversity in Action

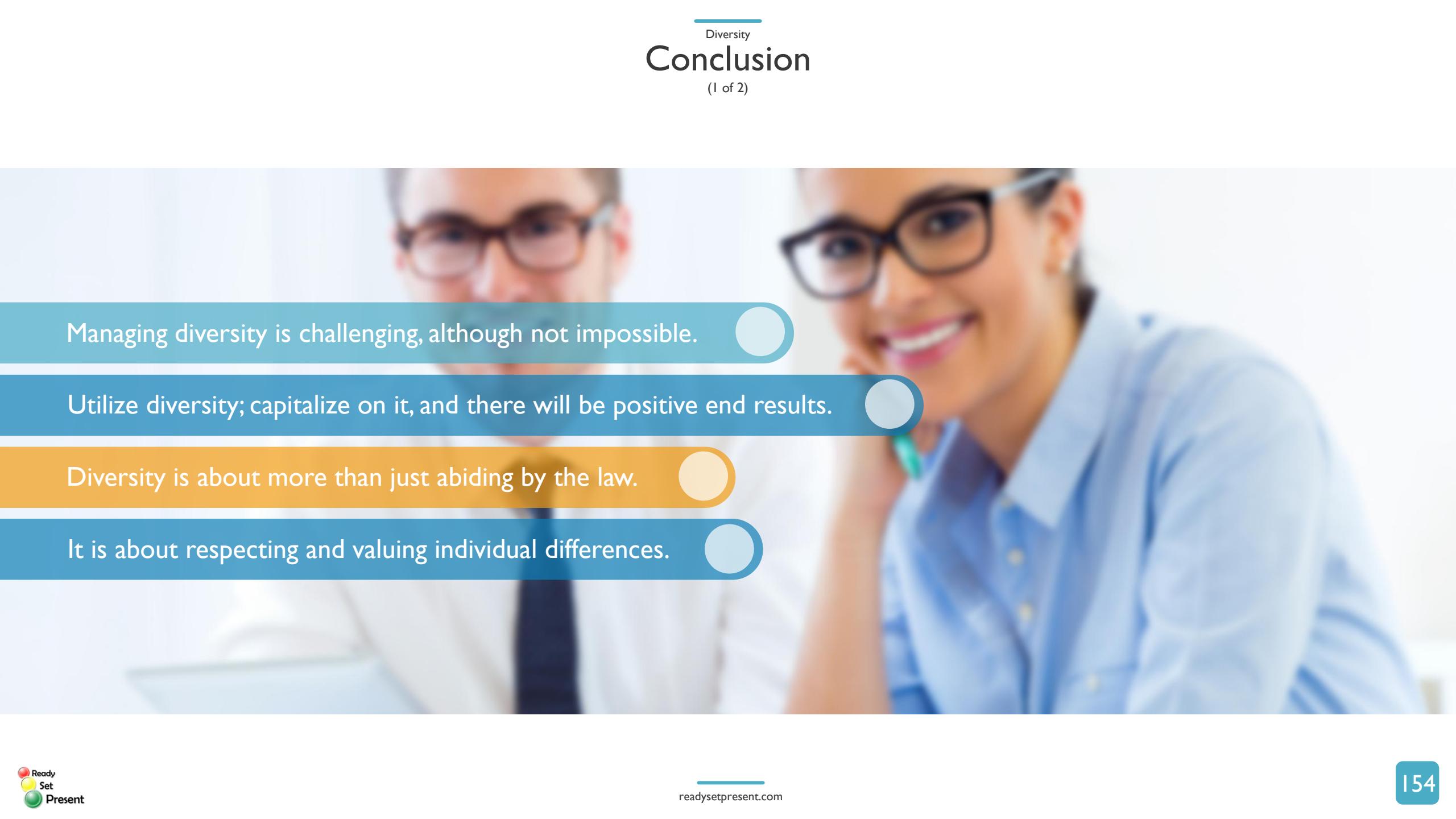


Encouraging diversity and adopting effective ways to supervise it increases the productivity and value of the company.

By providing equal opportunities for all employees, everyone can achieve their full potential, and the company benefits and thrives.

Conclusion

(1 of 2)



Managing diversity is challenging, although not impossible.

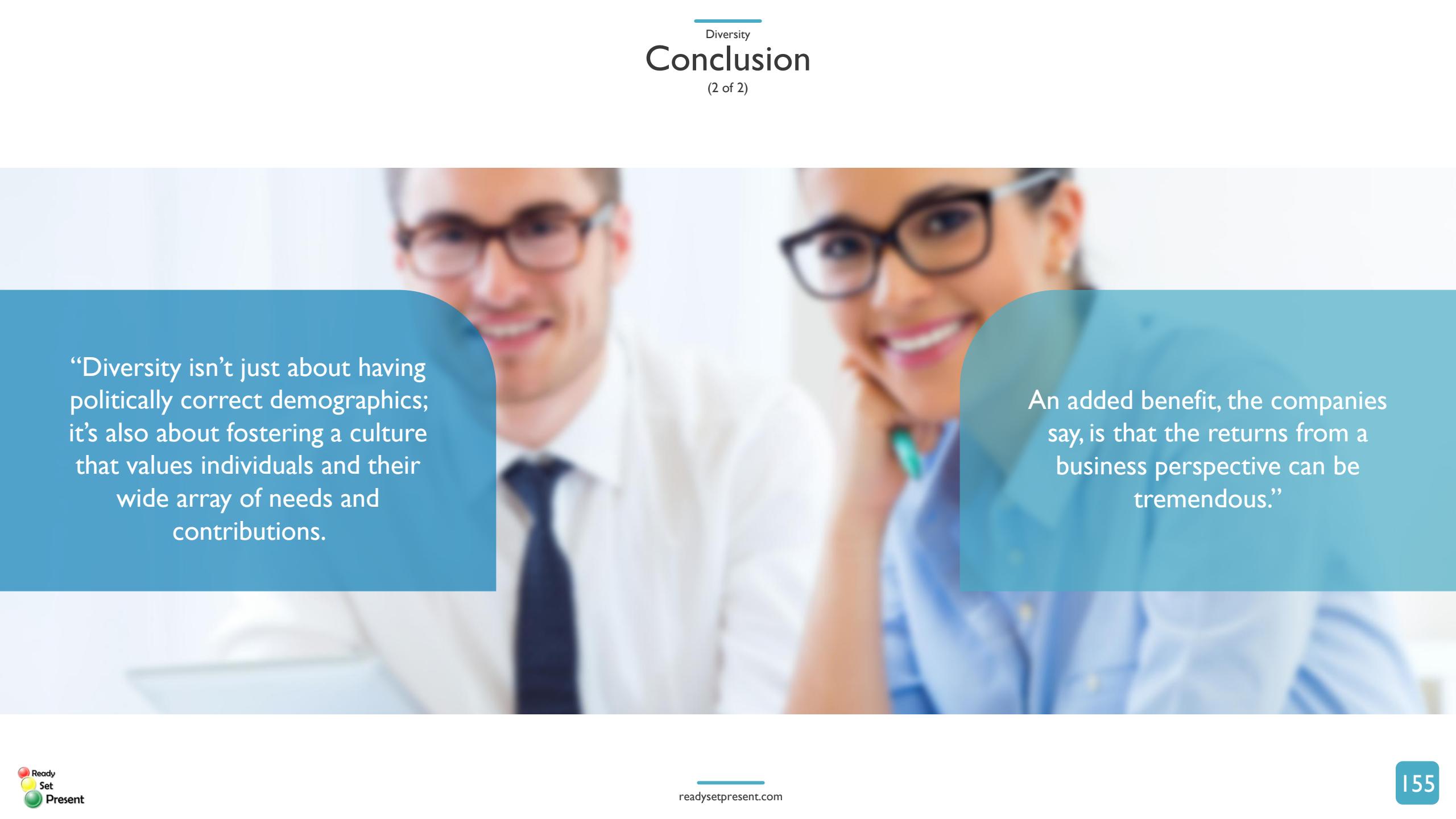
Utilize diversity; capitalize on it, and there will be positive end results.

Diversity is about more than just abiding by the law.

It is about respecting and valuing individual differences.

Conclusion

(2 of 2)



“Diversity isn’t just about having politically correct demographics; it’s also about fostering a culture that values individuals and their wide array of needs and contributions.

An added benefit, the companies say, is that the returns from a business perspective can be tremendous.”

WHAT IS YOUR NEXT STEP

A photograph showing silhouettes of several business professionals standing in an office. They are positioned in front of large windows that offer a view of a modern city skyline with numerous skyscrapers. The lighting is dramatic, coming from behind the subjects, which creates strong black silhouettes against the bright, overexposed background of the windows. The people are dressed in professional attire, including suits and blazers. Some are holding papers or small devices. In the foreground, the edge of a desk is visible, featuring a laptop, a glass of water, and a pair of glasses.

Action Plan

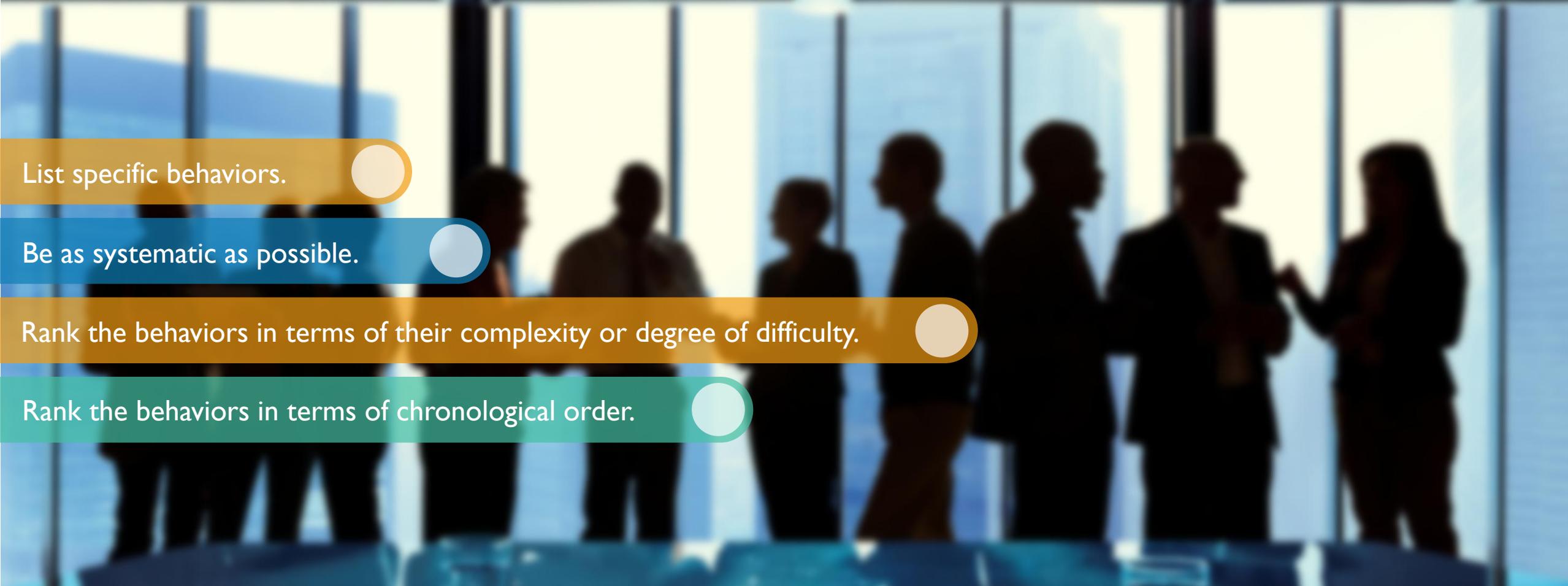


What are you going to take action on?

Start with the three easiest items.

Action Steps

(1 of 4)



List specific behaviors.

Be as systematic as possible.

Rank the behaviors in terms of their complexity or degree of difficulty.

Rank the behaviors in terms of chronological order.

Action Steps

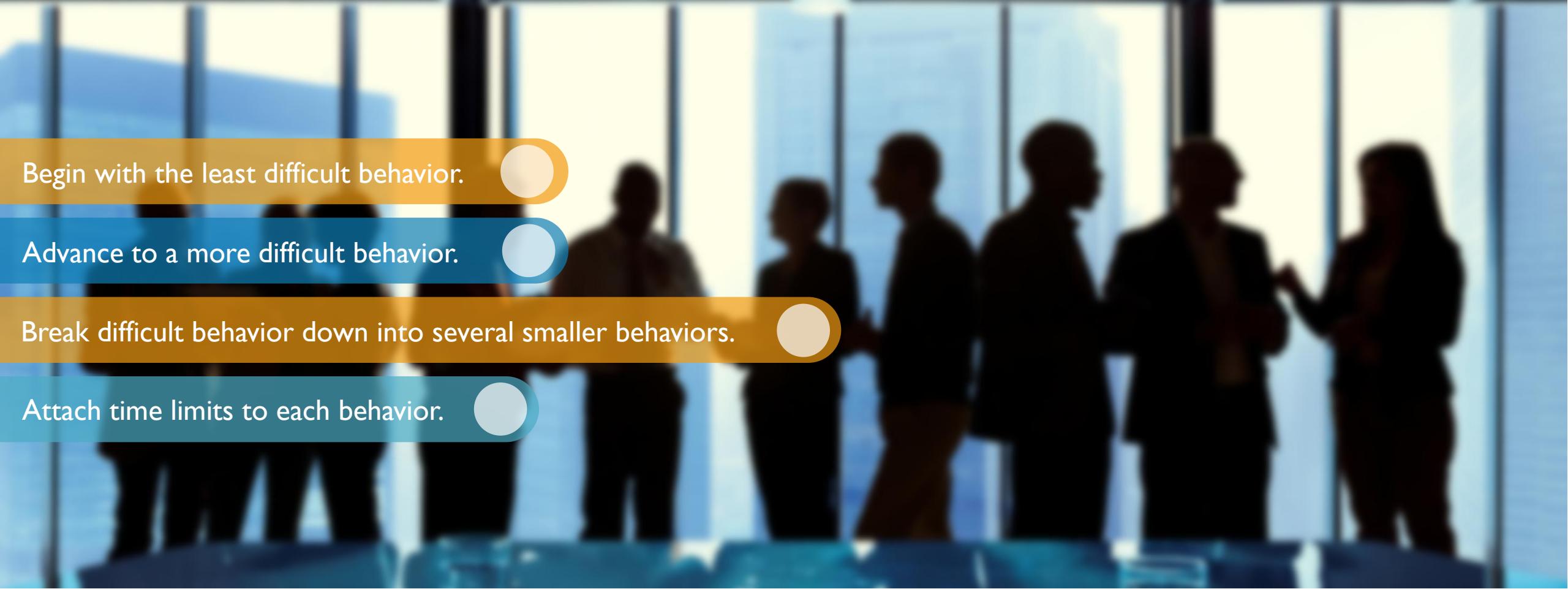
(2 of 4)

Begin with the least difficult behavior.

Advance to a more difficult behavior.

Break difficult behavior down into several smaller behaviors.

Attach time limits to each behavior.



Action Steps

(3 of 4)

A blurred background image showing silhouettes of several people of different ethnicities standing in a room with large windows. The silhouettes are dark against a bright, overexposed background.

Repeat specific behavior until mastered.

Review all previous behaviors.

Advance to next most difficult behavior.

Measure and evaluate.

Keep records (preferably visual).

Action Steps

(4 of 4)

A blurred background image showing silhouettes of diverse business people (men and women) standing in an office environment with large windows overlooking a city skyline.

Reinforce through reward and punishment.



Use visual reminders (pictures, charts, etc.)



Remember: "A small goal is enough!"



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