

# DIVERSITY

## **DIVERSITY RISK MANAGEMENT**

While companies that attend to the benefits of creating a diverse and inclusive culture may reap many benefits, for those organizations that do not - they may face difficult challenges. Every manager in an organization should be thoroughly aware of these potential liabilities (ranging from missed opportunities to civil litigation).

### **What You Will Learn**

- Techniques to improve diversity recruitment
- Techniques to improve diversity retention
- Demonstrating accountability of managers in diversity oriented recruitment and retention
- Confronting difficult diversity related issues with respect, diplomacy and tact

## **LEADERSHIP IN A DIVERSE WORKPLACE**

This course is positioned to develop advanced skills in participants so that they may effectively recruit, develop, and retain a diverse portfolio of talent. Participants will engage in live dialogue sessions focusing on issues of difference, examine their own social identity and group memberships, explore bias and categorization within themselves and their organization, and analyze how messages of exclusion are communicated and identify the impact of muted group phenomena on productivity. Information will be introduced via lecture, interactive exercises, group breakouts, video clips, and case studies.

### **Key Topics**

- Categories of Difference
- In Group/ Out Group
- Muted Group Theory
- Current Issues of Difference
- Business Cases for Inclusion

### **What You Will Learn**

- Mindful Communication Skills
- How to Foster a Climate of Inclusion
- Acceptable Terminology
- Assessment Techniques
- Implementation of Change
- Resources for Additional Information

## **LEADING AND SUSTAINING DIVERSITY INITIATIVES**

Diversity initiatives may be forged in the office of the CEO, at HR or through a committee, but management remains the place where the rubber meets the road. Managers are often charged with demonstrating their company's success in this area.

### **What You Will Learn**

- Skills to assess, identifying and overcome resistance
- Assessing and measuring efficacy of diversity efforts
- Demonstrating the connection between diversity and the business's "bottom line"
- Examining the role of accountability
- Review of change management model of creating a diverse and inclusive organization
- Creating a strategic and personal plan for moving individuals, teams and companies toward a more strategic leveraging of the benefits of an inclusive and diverse workplace
- Leveraging employee networks and natural supports

## **MANAGING A DIVERSE WORKFORCE FOR PEAK PERFORMANCE**

Understand how cultural differences can greatly affect the dynamics of teamwork, decision making, risk taking - and impact the bottom line! In this course you'll learn how to adapt your managerial style to the unique needs of your diverse group. Discover how to communicate, motivate and manage conflict across cultural boundaries. Get proven techniques to help you function as a true team - where differences are not challenges but opportunities for increased creativity and productivity.

### **What You Will Learn**

- Skills to manage conflict resulting from cultural differences
- Techniques to resolve communication breakdowns and avoid misinterpretations
- Skills to build trust and rapport as you integrate dissimilar viewpoints
- Creating an environment that increases cooperation and creates cross-cultural synergy within a diverse team
- Strategies to enlist and retain valuable employees
- The multicultural mindset
- How culture impacts everyday business interactions
- Communicating in a multicultural workplace: how style differences lead to misunderstanding
- Multicultural management strategies and practice
- Managing conflict: types of conflicts and their impact
- Direct vs. indirect, emotional vs. unemotional communication
- Creating cross-cultural synergy
- How different cultures regard employee/manager interaction, time management, teamwork, decision-making and other issues

## **MARKETING AND BRANDING TO A DIVERSE AUDIENCE**

Regional and national demographics have shifted dramatically over the last three decades. Companies recognize the significant economic impact of multi-cultural markets and view Diversity Marketing as an effective tool in connecting with diverse constituencies. Businesses need to ensure that they effectively communicate their message in a deliberate fashion to engage diverse members of their potential customer base. Businesses must understand the centrality of marketing the launch of a new or innovated product or service.

### **What You Will Learn**

- Understand regional and national demographic shifts
- Understand the business environment (within the company and among the customer base)
- Identify unique needs of different customer groups
- Ensure that new product development incorporates consideration of diverse populations
- Skills to build your company's diversity related message
- Examination of Diversity Related messages
- Build customer retention through Diversity Marketing

## **THE BUSINESS CASE FOR DIVERSITY AND INCLUSION**

Differences in age, race, family responsibilities, gender, sexual orientation, thinking styles and disabilities make today's workforce more diverse than ever before. Strong business case can be made for managing diversity effectively. Learn best management practices for creating inclusive workplaces where people can do their best work.

### **What You Will Learn**

- Review how diversity has contributed to innovation and growth for businesses
- Recognize shifting diversity and inclusion from social justice to business focused
- Increase awareness of individual identity and its role in worldview
- Understand identity groups and diversity factors
- Examine the role of stereotypes and bias
- Understand the value of Employee Networks
- Review a working definition of diversity
- Acknowledge Diversity and Inclusion metrics for organizations
- Understand the connection between a company's marketplace and its movement toward a culture of diversity and inclusion
- Examine a Change Management Model toward a culture of inclusion and diversity