

# LEADERSHIP SUCCESS<sup>®</sup>

## EFFECTIVENESS COACHING AND SUPPORT



### DIVERSITY WORKSHOPS CUSTOM-BUILT TO MEET YOUR NEEDS

With Paul L. Gerhardt, PhD *"The Organizational Doctor"*

#### POWERFULLY DYNAMIC--WHAT IS IT ALL ABOUT?

Research proves organizational diversity is important for three primary reasons: **increased organizational flexibility, greater market share, and reduced costs.** We would like an opportunity to visit your organization to help explore the benefits of having a deeper understanding about diversity. Our workshops present ideas on enhancing relationships and teach how mutual respect can be developed when diversity is appreciated.

Our workshops focus on **Diversity at Work.** We help people of all organizational levels, backgrounds, and in varying organizational types. We give our participants a deeper understanding of why diversity is important; success factors for making diversity programs work; and how to measure organizational diversity success. Our presentations are casual, enjoyable, filled with useful information, and encourage participants to share their knowledge with others on a consistent basis.

#### HOW OUR WORKSHOPS BENEFIT YOUR ORGANIZATION

From a business perspective, diversity makes good sense. We initiate our workshop presentations by creating common ground. We help our participants to understand Equal Opportunity and Affirmative Action laws

#### WHY DIVERSITY IS IMPORTANT

There are three primarily important reasons for considering organizational diversity. **Law, ethics, and business** practices are the primary important motivating factors for organizations to create effective diversity programs. Bad publicity derived from claims of discrimination can become expensive in both legal awards and company Human Resource time. From an ethical point of view, culture of the organization should be analyzed in order to develop systems that promote organizational values that work with diversity. We can help your organization's members see the bigger picture.

Research shows that companies which take advantage of transforming their organization with diversity have increased sales, new ideas, and an overall better future. On the other hand, problems may arise in organizations if diversity is ignored. These organizations may have difficulties with recruitment and failure to win contracts. Businesses should implement sound diversity programs to avoid expensive grievances caused by failing to hire or promote based upon ethnicity, gender, age, or disability.

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#### FINAL THOUGHTS

Gain a competitive edge by inviting us to custom-build a diversity workshop that meets your organization's needs. Our workshops are individually designed to educate organizational leaders and employees of all levels. We help show the importance of effective implementation of diversity programs, policies and procedures. We help our clients see how cultural diversity which mirrors their customer base results in increased: **Productivity, communication, creativity, profitability; and overall organizational effectiveness.**

**We believe** that the greatest benefit of workforce diversity will be experienced, not by the companies that have learned to employ people in spite of their differences, but by the companies that have learned to employ people because of them. ■

better. These laws were created as tools for use in human resource management to help create diverse workplaces. Our workshops and services show how diversity programs can be best implemented and why it is important.

Our presentations help participants see that diversity is still not visible at all times. We remind participants that before diversity strategies are implemented, the organization's cultural environment, management, and evaluation systems should be examined to ascertain if existing personnel/human resources processes will support or hinder diversity within the organization. This advice lays a foundation for our workshops and will assist participants to understand how to design and develop diversity programs for their organizations. ■

#### HOW TO MAKE DIVERSITY PROGRAMS WORK

Our workshops deal with ways to make diversity work effectively. We share knowledge that will dramatically enhance the work environment. On a personal level, all members of the organization become aware of their own cultural values, biases, prejudices, and impact through self awareness. With the help of our workshops, participants find it easier to value others and build skills through a series of educational interactions and workshop case studies.

We share how to create a vision which entails creating or altering vision statements and inclusion of a definition of diversity that works for your organization. We help participants find ways to develop strategies broad enough so that no employee feels excluded and thereby helps enhance the over-all effectiveness of the organization. ■

#### SUCCESS FACTORS OF DIVERSITY

Our workshop presentations describe why diversity programs are important in the workplace. Participants will learn about the **Payoffs for Managing Diversity Well:**

- Attracting and retaining the best available human talent.
- Increasing organizational flexibility.
- Gaining and keeping greater market share, locally, and globally.
- Reducing costs.
- Improving the quality of management.
- Creating and innovating more powerfully.
- Solving problems more effectively.
- Increasing productivity.
- Contributing to social responsibility.

Effective diversity programs are shown to reduce organizational costs in the long run for many reasons. Organizations that take a multicultural approach to diversity reduce costs associated with high turnover. Greater morale, higher productivity, and lower time losses are also associated with effective diversity practices.

#### INCREASING PROFITS

Qualified employees are becoming scarcer. Therefore, we suggest that diversity programs be about attracting and retaining the best people.

We recommend that employers become more flexible by meeting the needs of the employees. Showing respect for employees as individuals and using multicultural skills when working with them. ■

Diverse groups create synergy and a broader range of diverse ideas. Our workshops illustrate how diversity promotes powerful creativity and innovation. We support the idea that if people of diverse backgrounds are treated with respect, supported, and appreciated; individuals will be willing to contribute their ideas more openly in group sessions.

More effective problem solving, increased profits and productivity are typically the results of diverse organizations. Productivity is enhanced due to employees learning about other peoples' unique values, expectations, and goals. Job performance, dedication and attendance are boosted when employees perceive they are valued by their organization. We believe that diverse work teams are more productive. Workshop participants will learn to understand and respect people's differences and value commonalities. Increased career successes and greater talent pools are the result of successful diversity workplace programs. ■