

# The Diversity Connector

## January 2009

You are receiving this because you have shown an interest in supporting diversity and inclusion. The information in the following column is informative, useful, and will cause you to think and act.

The *Diversity Connector* is designed to help businesses, associations, corporations, and self-employed professionals develop strong, growing companies by providing information on diversity including

- useful diversity tips
- cutting edge information
- business-building how-to.

This connector is distributed monthly via email. We invite you to contact us with questions, comments or requests for specific diversity information to help solve your specific business challenges. Feel free to forward the *Diversity Connector* to your colleagues and friends - the more we spread the word, the sooner the world will see diversity as an advantage. If this was forwarded to you, you can sign up for your own copy by clicking here [www.davidmclauren.com](http://www.davidmclauren.com)

We have been hearing a lot about international financial melt down, bailouts, credit crunch, etc. Lately, greed and corruption have dominated the news and commentaries. We have had an increasing cascade of discoveries of perfidy, in business sectors culminating in the crescendoing collapse of once great companies and the very endangerment of our national economies. It is time to maximize on every business principle, including diversity.

Did you know that North America has become a cultural mosaic? People from many cultures have chosen to live in North America and keep their native identity, customs, language, and religion while integrating into a new society. Ethnically, the USA and Canada is home to 35 million Hispanics, 11 million Asians, 35 million African Americans and 2 million Native Americans. Currently, there are over 37 million foreign-born residents resulting in over 311 languages spoken in North America.

Such diversity can enrich the lives of those who welcome it, but not everyone is quick to embrace cultures different from their own. Many are initially ignorant of new traditions, appearances, and religions causing communities to quickly become tainted with stereotypes, racism, bullying, and intolerance. In celebration of our rich diversity, let's add new meaning to this year's holidays in our cities by doing *more* than exchanging gifts.

## Holiday diversity ideas

**Restaurant:** Plan your holiday party at an ethnic restaurant. Many diverse cultural groups are catered around ethnic restaurants and travel agencies. It is a good idea to network and partner with your local ethnic restaurants.

**Celebrate:** People from many cultural groups may feel lonely, left-out and neglected. Reach out and incorporate them into your holiday celebrations by sending them a card, a gift, or by organizing an open house.

**Prospect:** Holidays are a great time to attract and build bridges with communities. Many ethnic newspapers are always looking for articles for their publications. Consider placing your advertising in local ethnic newspapers and other ethnic media.

All of us working with David McLauren join in saying thank-you and wishing you a Happy New Year. We look forward to working with you in 2009 and making it a wonderful and exciting year. Happy Holidays!

### About David McLauren, Ph.D.

David McLauren, Ph.D. is a diversity specialist who speaks five languages. He brings a wealth of education and expertise to businesses and brilliantly helps companies increase their profits and productivity through diversity.

A highly sought-after keynote speaker, facilitator, and expert on diversity, inclusion, and multi-cultural issues, David consistently energizes, educates, and empowers his audiences.

Call today to book him for your next conference! **(888) 897-4224.**

Helping you maximize diversity through connector,

*David*

David McLauren, Ph.D.  
david@davidmclauren.com

888.897.4224 (toll free)  
604.897.4224 (voice)  
604.557.0246 (fax)

For more information, please go to [www.davidmclauren.com](http://www.davidmclauren.com)

*"There never were in the world two opinions alike, no more than two hairs or two grains; the most universal quality is diversity."*

--Michel de Montaigne