

## Benefits of Workplace Diversity

North American businesses enjoy the many benefits of ethnic, religious and cultural diversity. Top innovators of technology have operated with diverse workforces since the 1980s and now virtually all-top corporations see diversity as a basic feature of their hiring policies.

Workplace diversity comprises race, gender, ethnicity, disability, sexual orientation, age, educational levels and socio-economic status. It also includes religious beliefs, life stages, education, career responsibilities, sexual orientation, personality and marital status.

Chances are that many in the workplace may not even be aware of how many benefits are derived from a diversity of styles, fashion, music and opinion. Many successful businesses have taken an active part in embracing diversity, yet there are still many businesses unaware of the numerous benefits that workplace diversity brings.

When an organization acknowledges differences among its workforce, it can manage its employees in such a way as to create harmony in work practices and higher standards of cooperation. First, it is about understanding differences in these characteristics within an organization, and second it is about acknowledging these differences. And last, it is about developing work practices to create an inclusive environment.

The success of a diverse workforce leads to an innovative culture where ideas flourish and creativity has no boundaries. Today, it is imperative for any business to learn how it can tap into the rich and varied skills of its workforce by simply embracing the idea of it. A diverse workforce in any office could lead to a host of profit-making ideas, innovation, and creativity through and an exchange of knowledge. In fact, the very success of a business these days could depend on an organization's ability to reap the benefits of diversity.



### **Attract the best talent to contribute to your business**

If an organization has built a reputation for its workplace diversity, it stands to attract the best available talent and skill in the market, both domestically and abroad. The company will be able to recruit the best available talent from around the globe to work on projects located in the far corners of the world as part of virtual teams. Companies will be able to develop synergies with strategic partners located in far away markets. A company can market its products more easily, taking advantage of the different languages of its staff to develop and maintain distribution partners once thought impossible to reach. Why? Workforce diversity means the ability to conduct business worldwide through the varied experience of its employees.

### **Build a globally competitive workforce**

Building a microcosm of the world in the workplace, equips managers with the kinds of skills to compete effectively, with efficient services and a wide reach of resources. A diverse workforce not only brings professional skills into the office, but also brings people of different cultures fluent in various languages and who are capable of understanding international customers' everyday needs.

### **Enhance problem-solving efficiency**

Imagine having a diverse workforce comprising different age groups, education, experience and genders, and being able to brainstorm a business problem located on another continent. This was once thought

unachievable. Today, it is standard business practice for an organization facing fluctuating trends and demands. What is most effective then is to have a workforce capable of generating a pool of multiple solutions and ideas. Workplace diversity is now recognized for this crucial role in effective-problem solving.

### **Avoid conflicts, increase individual performance and retain your workforce**

An unhealthy work atmosphere is often the root cause of high attrition levels in a company. People, however, require a feeling of belongingness and security. When they feel supported in their ideas and beliefs they become more productive. At core, all among today's skilled workers expect to be treated fairly and with respect. If not, they will soon find plenty of work elsewhere. Turnover is expensive and unproductive. Moreover, stakeholders are now demanding that any organization they invest in must conform to practices that encourage low employee turnover, provide a healthy work environment that rewards team performance and empowers workers to express themselves with an open mind.

### **Basic tips and strategies for diversity managements:**

- ❖ Organize diversity training to employees at all levels
- ❖ Allow affinity networking amongst employees with similar backgrounds
- ❖ Conduct learning sessions among groups, during which employees share with each other how their varying beliefs, cultures and traditions shape their professional and personal lives
- ❖ Set-long term goals and develop diversity practices during recruitment, appraisal and lay off.
- ❖ Encourage employees to confide in their superiors about problems of discrimination
- ❖ Carefully analyze the diversity at each employment rank and level
- ❖ Reward the attainment of diversity goals from time to time
- ❖ Develop training for diversity leadership.
- ❖ Actively promote successes of diversity.



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## **About David McLaren, Ph.D.**

David 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,

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