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**David McLaren, Ph.D.**  
International Keynote Speaker  
*Diversity Specialist*

**Diversity Connector**

David is helping companies to increase productivity through diversity

December 2010

## Holiday Diversity Tips

### Making the Bestseller List!

Thanks to all of you who bought my new book, *The Diversity Gold: How to Increase Profit and Productivity*.

Diversity is a goldmine that is here to stay. One third of all customers in North America are minorities and by 2042 that number will have increased to a full 50%. By implementing the diversity ideas, principles, and strategies, I can guarantee your business will grow.

But we haven't quite hit the mark for the Bestsellers list—and we need your help in making that dream a reality. In my past 15 years of work, I've hopefully helped you achieve your diversity goals and dreams, and now I'm asking you if you'll help me reach mine.

All you need to do is send me an email and reserve your copy of this incredible book today! If you can pick up a few copies as gifts—great! If you can tell a few friends about it—I'd be more than grateful.

Right now it's just \$12.49— a great deal! A 50% off the retail and the offer is valid until Dec 31, 2010. Plus, receive a valuable bonus, get a FREE copy of 101 ways to celebrate Multi-Culturalism with your purchase!

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your business friends, relatives, or co-workers. We're down to the wire here as we've only got few weeks to make this a reality.

Thank you and happy holidays!

*David McLaren, Ph.D.*  
*Diversity Specialist*



### Holiday Diversity Tips:

**1. Create a sense of awareness** in your workplace about the diversity of your team and about the workplace problems such as racism, etc. You and your colleagues should know about the signs of things starting to go wrong. Unless you educate yourself about a problem, there is a huge chance that you will not have thought on the matter before you make a mistake, or come into contact with anyone who commits racist acts, or passes racist comments, which go unchecked.

**2.** The idea is to **find out what motivates the individuals in your team** and you can solve half the problems in your workplace through intelligent use of that knowledge while raising them above the normal day to day thought processes. If I am motivated towards a goal, and if I think it is achievable, I will feel I have a stake in the whole project, it is then that things can really start to fall in place.

**3. Don't let personality or cultural clashes ruin your work environment.** Multinational companies, or those hiring multicultural teams, often have problems with one cultural group at loggerheads with another cultural group or even an individual. The idea is to instill the spirit in your team to stick together irrespective and above considerations of cultural differences. Cohesion comes from association, mutual respect plus the sharing of good and bad times together, so **make sure you are a part of a cohesive whole**. If you are a manager, your team needs you to lift it and share time together, if you are just a member of a diverse and multicultural team, be sure to still try and develop a relationship with your fellow workers. Remember that not all cultures enjoy the same type of food. There will be members who are prohibited in their religion to drink alcohol, make sure



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they have a drink they would rather have instead when you toast success, just showing your desire to accommodate the other members in the team does a lot to break the ice. After that, it is up to you to make sure it never gets that cold in your workplace again.

**4. Periodical work environment reviews** can be helpful in finding out what problems, if any, people are facing in your office regarding how they are treated because of their race, religion or culture. These candid reviews or questionnaires can help the management gauge where they stand in forming a positive and diverse work environment. Based on the views of different people in the office, you can then **implement ways to solve the problems faced**. And lets face it, some people will be troublemakers all the way but the management will at least have the chance to find out how they can tackle that person and when held in the balance, if the team should try to integrate him or should he be sent packing to raise the team again. A real 'team' will always be bigger than the individual because there is so much more potential to excel.

**5. Mere words are not enough;** you may say a lot about how you understand different cultures or how you respect them, but your deeds and your decision-making is your best spokesperson. What you do and how you behave shows your actual views. If you say everyone in the team is equal in your eyes and yet you end up ridiculing another's culture you are practically showing your words meant nothing. Very few people can judge the intentions behind your comment so even if you did not mean to insult a culture the point remains; **make it a habit to weigh your words before you speak**. In a multicultural environment, very little is needed to spark corrosive hatred amongst people when it comes to racial comments or disrespectful statements about another's religion or values.

**6. Never think ethnic jokes or insults to be trivial;** what may look like an insignificant little comment to you can be detrimental to another person's peace of mind. A bad joke can make or break the cohesion of your team so be sure that your work environment is free of racial or religious or even sexual bias, if someone violates the policies on those matters, its is a very serious offence and it should be dealt as such so the message goes out to the offender as well as the person targeted.

## Diversity Calendar December 2010

5 - Ashura (Islamic, Muslim)

6 - St. Nicholas Day (International)

8 - Bodhi Day - Buddha's Enlightenment (Buddhist)

12 - Virgin of Guadalupe (Mexico)

## Diversity Calendar 2011



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13 - Santa Lucia Day (Sweden)  
16-25 - Las Posadas (Mexico)  
21-28 - Hanukkah (Jewish)  
25 - Christmas (Christian, Roman Catholic, International)  
26 - Boxing Day (Canada, United Kingdom)  
31 - New Years Eve

**About David McLaren:**

David McLaren is a leadership and 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.

For information: [www.davidmclaren.com](http://www.davidmclaren.com)

Contact: [david@davidmclaren.com](mailto:david@davidmclaren.com)

Phone: +1 (817) 908-3288

Our mailing address is: McLaren & Associates, 3169 Royal Court, Abbotsford, BC, V2T 4J6 Canada

[info@davidmclaren.com](mailto:info@davidmclaren.com)

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