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

Diversity Connector

David is helping companies to increase productivity through diversity

January 2011

Happy New Year 2011!

From all of us working with Dr. David McLaren, we wish you all a happy New Year 2011.

Some of these business trends are sources of good diversity business opportunities; others are trends we need to incorporate into our work place business practices to stay competitive and keep or grow our market share. Here are five business trends that your businesses can profit from in 2011.

- Cloud computing
- Social Media
- Mobile computing
- Rise of the Phone App
- Corporate Social Responsibility

January Tips

1. Think of how color words are used synonymously or metaphorically: yellow=cowardly, white=purity, black=evil, brown=dirty, etc.
2. Notice when elderly people are treated in demeaning ways. Be conscious of the ways you may treat boys and girls differently.
3. Be aware of the ways in which color people are often stereotyped.

David's New Book!

How to Increase Profit & Productivity



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Business Phrases

in 15 Languages



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Free Diversity Plan



4. Attend local Martin Luther King and Black History Month events.
5. Participate in a workshop or program to learn about multiculturalism.
6. Advocate for multicultural education.
7. Thank your employees for helping others to appreciate a different perspective through an activity, a book, or an interaction.
8. Speak out in a non-blaming way against jokes that put down an individual or group.
9. Make an effort to be supportive, patient, and compassionate when talking to someone who is learning English.
10. Be aware of words or phrases that demean people with physical or learning challenges.
11. When your impulse is to disagree, pass judgement, or ignore what someone says, ask a question that will enhance your understanding.
12. Make it a point to recognize designated months, such as Black History Month (February), Asian-American Heritage Month (May), Native American Heritage Month (November), National Adoption Month (November), Hispanic Heritage Month (beginning Sept. 15), etc.

About David McLauren:

David McLauren 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.davidmclauren.com

Contact: david@davidmclauren.com

Phone: +1 (817) 908-3288



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

info@davidmclauren.com

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