



David McLaren, Ph.D.

Diversity & Leadership Specialist

Author / Speaker

**Diversity is a goldmine that is here to stay.
Why not profit from it?**

David shares proven strategies to give you and your company increased sales and productivity.

A keynote presentation or seminar with David will help your team:

- Increase bottom line profits and establish long-term relationships
- Penetrate multi-cultural markets with proven strategies
- Reduce stress in dealing with multi-cultural staff or workforces
- Learn effective cross-cultural communication styles and techniques
- Discover how to build bridges with diverse cultural communities
- Gain new insights about the changing face of our cities

Popular topics tailed to your specific needs and goals, David's presentations include:

- Diversity Leadership at Work and Beyond
- Use Diversity to Increase Sales and Marketing
- Diversity in Workplaces & Cultures
- Future Diversity Trends & Innovation

Credentials & Fast Facts:

- Author- Diversity Gold: How to Increase Profit & Productivity
- Founder - The Centre for Multi-Cultural Resources
- Two Masters Degrees and a Ph.D. in Inter-Cultural Studies
- Diversity Champion Award nominee in 2007
- Over 15 years professional speaking experience
- Professional Member, National Speakers Association 2007

**David is helping companies to increase
profit & productivity through diversity**



David McLaren is a **diversity & leadership 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.

David's **practical insights** change and transform people's lives. He combines an entertaining style with custom designed solutions to energize, educate, and empower people!

An **international speaker** of all types of business and civic groups, David has addressed audiences in Canada, the United States, India and England. He is highly sought after as a conference keynote speaker, facilitator, and expert on leadership and diversity.

contact: David McLaren, Ph.D.: Professional Speaker / Author / Consultant
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Is Diversity a landmine or goldmine?

Discover, awaken, inspire and ignite your team...
be prepared to see what the diversity is about!

Testimonials:

"David really opened my eyes. He knew more about my clients than I did. His presentation had a positive impact that reflected in increased performance and results" - Business Improvement Areas of BC

"You have a powerful diversity message that is passionately & artfully delivered" - Toastmasters International

"While you came highly recommended to us, your presentation topped our expectations. It inspires people to take action." - Mission Chamber of Commerce

David has helped many companies, including:

- Abbotsford Police Board
- Business Improvement Areas of BC
- Business Marketing Association
- BC Human Resource Management Association
- BC Automobile Association
- Canadian Diabetes Association
- Chandler Chamber of Commerce
- City of Vancouver
- Ohio Bankers League
- Mission Chamber of Commerce
- Missions Fest International
- South Fraser Community Futures
- Toastmasters International
- Trinity Western University
- University College of the Fraser Valley

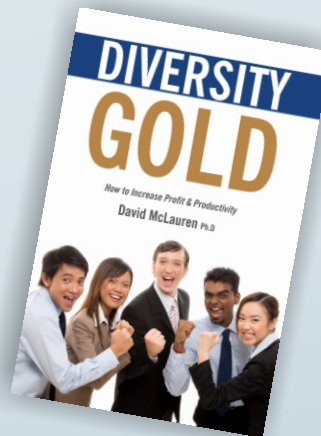
...Let him help yours!

David's New Book

Diversity Gold: How To Increase Profit & 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 following ideas, principles, and strategies, I can guarantee your business will grow. Through this book you will:

- increase bottom line profits, productivity and establish long-term relationships
- penetrate multi-cultural markets with proven strategies
- reduce stress in dealing with multi-cultural staff or workforces
- learn effective cross-cultural communication styles and techniques
- discover how to build bridges with diverse cultural communities
- gain new diversity insights, tips, trends and take aways



satisfied clients include:

Kwantlen University College
Northview Community Church
Surrey Memorial Hospital
Career Gate College
Pro-Life BC
YMCA
Microsoft
Staples



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