



**David McLaren, Ph.D.**

International Keynote Speaker

Diversity Specialist



## Diversity Connector

David is helping companies to increase productivity through diversity

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### Diversity is the Future

Diversity is the name of the game in the major cities of America. You are in the game and you have no option but to play. Have you ever read tomorrow's newspaper? Every day, some of the late night television newscasts show us a glimpse of tomorrow's newspaper. When we become aware of this new reality, it will be like embracing the future. Your next-door neighbor just moved in, signed their house lease for the next 30 years and they are not going anywhere. Your neighbor's kids are going to hang out with your kids soon. Your neighbors have needs. They have to eat, shop and live their lives. Do you have a product or service that will cater to the needs of your neighbors?

Have a look at this West Coast telephone company's slogan. It says, *"The future is friendly and it is bright."* The future has arrived and the issue of diversity will become more and more prevalent because the amount of immigration to the major cities in North America will only continue to increase. The sooner we become aware and in tune, the better. It is like a tsunami wave, it is already here, and we should celebrate and profit from it.

We no longer compete in only the local markets; we compete in global markets. Think globally and act locally but I would add - think global and act global. Our partners are the USA, Canada, Mexico, India, China, Brazil and other countries.

Are you ready for the future? Is your business ready for the future? Did you know that NASA has plans for the next 100 years? A few Automobile makers have plans for the next 100 years. What plans does your business have for the next five or ten years? As business leaders, we need to think strategically and establish diversity systems for growth, profitability and productivity.

Businesses do not thrive on their own; people have to make *them* happen intentionally. Invest in diversity; you will reap huge dividends. Our companies will be stronger and our families and communities will be safer when we *intentionally* take the time to celebrate diversity.

### Basic Tips and Strategies For Diversity Management

- 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



### 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,

*David*

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**David's New Book**

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**Quote of the Month**

*"...until our work place reflects our diversity, our businesses are not working to their full potential"*  
-Anonymous



**Diversity Gold Coming Soon**

*How to Increase Profit & Productivity*

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