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

Diversity Connector

David is helping companies to increase productivity through diversity

October 2010

Diversity Gold

Why not profit from diversity? Diversity is a goldmine that is here to stay. One-third of all customers in North America are diverse multi-cultural communities and by 2042 that number will have increased to a full 50%. Did you know that over 100 languages are spoken in the major cities in North America? In fact, Canada and the United States are the most culturally diverse nations on earth. As thousands of people from virtually every nation and ethnic group arrive on our shores we are becoming more of a "tossed salad" than a "melting pot." It has truly become a multi-cultural mosaic.

Embracing Diversity

One of the challenges facing our cities is encouraging people to embrace diverse multicultural communities. Ignorance often leads towards stereotypes, racism, bullying and intolerance. If we do not find ways to celebrate diversity, there will be segregation rather than unity. As the multicultural population in our cities explodes, so does the market Book potential and multicultural workforce. Stop losing your share of the huge multicultural market! Close the communication gap and learn how to build bridges that reach your multicultural customers and co-workers.

Many of us use traditional ways to market our products and services. However, there are a significant number of diverse communities within our cities that we are not reaching. The time has come for us to start marketing our services to these diverse communities.

The Diversity Gold Book

David's New Book!

*How to Increase Profit
& Productivity*



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David's New Flier



Business Phrases

in 15 Languages



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Free Diversity Plan

The **Diversity Gold book** offers the following ideas, principles and strategies. It will help to increase profit and productivity.

- **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 workforce
- **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 always and much more.

Who is David McLaren?

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 of professional speaking experience
- Professional Member, National Speakers Association 2007

David is helping companies to increase profit and productivity through leadership and diversity. A leadership and diversity specialist who speaks five languages, David's specialities are leadership, diversity, innovation, change, people and culture. He brings a wealth of education and expertise to businesses and brilliantly helps companies increase their profits and productivity through diversity.

David shares proven strategies to give you and your company increased sales and productivity. A highly sought-after keynote speaker, facilitator, and expert on diversity, leadership, inclusion, and multi-cultural issues, David consistently energizes, educates, and empowers his audiences.

October 2010 Events

Diversity Awareness Month



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Diversity Quotes

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Book David to Speak at your Next event!



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Diversity Celender 2011



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German-American Heritage Month
National Breast Cancer Awareness Month
National Disability Employment Awareness Month
National Italian-American Heritage Month
National Mental Illness Awareness Month
Polish-American Heritage Month
October 10 - Cirio de Nazare (Brazil)
October 11 - Thanksgiving Day (Canada)
October 11 - Columbus Day
October 24 - Mother-In-Law Day
October 31 - Halloween (United States)
October 31 - Reformation Day (Christian)

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