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International Keynote Speaker

Diversity Specialist



Diversity Connector

David is helping companies to increase productivity through diversity

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Manage Workplace Diversity

You might be asking yourself "Why should I take workplace diversity seriously? What do I stand to gain?" When organizations manage workplace diversity by implementing diversity strategies, the advantages are plenty. The companies are poised to compete in a global economy by attracting the best available talent from around the world, along with forming strategic partnerships among the best companies operating. In fact, businesses in North America enjoy the many benefits of ethnic, religious and cultural diversity. Top innovators of technology have operated with diverse workforces since the 1980s and now, virtually all-top corporations see diversity as a basic feature of their hiring policies.

Here are a few advantages that you will have from hiring a diverse staff and encouraging diversity within your business:

1. You will attract the best talent to contribute to your business.

If an organization has built a reputation for its workplace diversity, it stands to attract the best available talent and skill in the market both domestically and abroad. The company will be able to recruit the best available talent from around the globe to work on projects located in the far corners of the world as part of virtual teams. Companies will be able to develop synergies with strategic partners located in far away markets.

A company can market its products more easily, taking advantages of the different languages of its staff to develop and maintain distribution partners once thought impossible to reach. Why? Workforce diversity means the ability to conduct business worldwide through the varied experience of its employees.

2. You will be able to build a globally competitive workforce.

Building a microcosm of the world in the workplace, equips managers with the kinds of skills to compete effectively, with efficient services and a wide reach of resources. A diverse workforce not only brings professional skills into the office, but also brings people of different cultures fluent in various languages and who are capable of understanding international customers' everyday needs.

3. You will have the ability to enhance problem-solving efficiency.

Imagine having a diverse workforce comprising of different age groups, education, experience and genders, and being able to brainstorm a business problem located on another continent. This was once thought unachievable. Today, it is standard business practice for an organization facing fluctuating trends and demands. What is most effective then is to have a workforce capable of generating a pool of multiple solutions and ideas. Workplace diversity is now recognized for this crucial role in effective-problem solving.

4. Your business will likely avoid conflicts, increase individual performance and retain your workforce.

An unhealthy work atmosphere is often the root cause of high-tension levels in a company. People, however, need a feeling of belonging and security. When they feel supported in their ideas and beliefs they become more productive. At core, all of today's skilled workers expect to be treated fairly and with respect. If not, they will soon find plenty of work elsewhere. Turnover is expensive and unproductive. Moreover, stakeholders are now demanding that any organization they invest in must conform to practices that encourage low employee turnover, provide a healthy work environment that rewards team performance, and empowers workers to express themselves with an open mind. So sit back, and get ready to learn about how celebrating difference can increase not only your productivity, but change the way your business views and interacts with the world

-David

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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Quote of the Month

"Diversity is not about how we differ. Diversity is about embracing one another's uniqueness."

-Ola Joseph

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