



**David McLaren, Ph.D.**

International Keynote Speaker

*Diversity Specialist*



## Diversity Connector

David is helping companies to increase productivity through diversity

**May 2010**

### Diversity is Goldmine

Diversity is here to stay and it is a goldmine. One-third of all customers in North America are minorities and by 2042, it will be one-half. If you implement diversity ideas, principles and strategies, I can guarantee, it will grow your business.

Many would say education and training is expensive, but I say it can never come close to the cost of ignorance! Talking about Diversity is not a one-time thing; rather it is an ongoing and continuous education. Subscribe to and read magazines, community local newspapers, beat racism, and stereotypes. We should also consider education with a sense of urgency. I don't know what word pictures come to your mind, when I say *urgency* but here are some word pictures that come to my mind: an ambulance, a fire truck...

On January 15, 2009, you may have seen the footage of a US Airways plane bound for Charlotte that crashed into the Hudson River after aborting its takeoff from LaGuardia Airport. Do you remember watching the images of it sitting in the river, slowly sinking with people standing on the wings, waiting to be rescued? What a challenge it must have been for the emergency response teams! Would you agree that they understood the concept of urgency? The time is now to be *intentional* about embracing diversity. There is a Chinese proverb that says, "The best time to plant a tree was 20 years ago, the second best time is now." Now is the time - act with urgency!

Diversity is an ever changing and ongoing process. Recognize and understand the cultural differences that exist. Make an effort to understand your communities, invest in them, meet people half way and learn to be flexible. The harvest has come to our cities; let's wake up and celebrate it.

### Diversity tips, trends and take aways

Here are the major goals of diversity training. The ten components that is required for an effective diversity-training program:

- Commitment and support of the management,
- Including the employees as part of the organizational strategic plan,
- Meeting their specific needs,
- Utilizing the qualifications of the trainers,
- Initiating the combination of other diversity,
- Mandatory attendance,
- Creating an inclusive programs,
- Providing trust and confidentiality,
- Requiring accountability, and
- Conducting evaluation.

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**Quote of the Month**

*"Human diversity makes tolerance more than a virtue;*

*it makes it a requirement for survival."*

*Rene Dubos*



**Diversity Gold Coming Soon**

*How to Increase Profit & Productivity*

[Click here to Preview](#)

### 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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