

# Diversity at Work

**Improving communication  
in today's changing workplace**





# Diversity is a business issue

Valuing diversity is not only the “right thing to do,” it also provides strategic advantages in today’s marketplace.

## **Marketplace Opportunity**

Minority markets within the U.S. now buy more than any of the countries with which the U.S. trades. A culturally sensitive, diverse workforce enables organizations to better understand and serve these diverse customers.

## **Demographics**

According to Workforce 2020, more than half of net new entrants into the workforce in the coming years will be people from Hispanic, African-American, Asian, Middle Eastern or other cultures.

## **Competition for Talent**

The competition for top talent will intensify as more “right-sized” firms depend on all workers to make a quality contribution.

## **Productivity**

People work best when they feel valued, and people feel most valued when they believe that their individual and group differences have been taken into account.

## **Proactive Management**

An organization where managers value differences creates an innovative and creative environment where work relationships are enhanced, and there is an increased commitment to corporate goals.

## **Public Relations**

Diverse organizations with positive reputations attract the best talent, and also avoid the damage of increasingly well-publicized reports of discrimination lawsuits and boycotts.

*“An excellent summary of extremely important issues. The program helps set appropriate standards and guidelines for treating everyone with dignity and respect.”* Managing Director, Salomon Smith Barney

# Learn how to work with differences in an empowering and inclusive way.

*Diversity at Work* shows you what you must do to improve results in today's changing workplace, and how to do it. This collaborative seminar provides a solid base of awareness that supports the understanding of how to relate to cultural and gender differences more effectively.

*"The breakouts were very instructive in getting to real issues at our company."*

VP Human Resources, Claris Corporation

## **Seminar Options**

### **One Day**

The standard seminar format requires one full day, which allows time for a complete discussion of the core content and role play practice for all participants.

### **Half-Day**

A shortened version of the program can be scheduled to accommodate client requests.

### **Seminar Licensing**

Training your own internal trainers lowers individual participant costs by more than two-thirds, saves busy human resources staff from creating an internal program from scratch, provides a more tailored format, and permits scheduling seminars at your convenience. In-house trainer certification by Management Team Consultants, Inc. is required.

## **Seminar Agenda**

### **Today's Workforce**

Understand the impact of today's changing workforce. Recognize the business and global economy imperatives for valuing diversity and how this applies to your organization.

### **Understanding Diversity**

Define "valuing diversity." Experience the influence of "first impressions." Learn to shift from traditional management to inclusive management and treat each person as a unique individual. Recognize all the dimensions of diversity and the impact on our cultural filter.

### **Challenge of Diversity**

Explore assumptions and stereotypes using many current and relevant examples. Examine collusion that hinders moving beyond stereotypic attitudes. A videotape case study illustrates the impact of different communication and/or work styles in the workplace that may come from personality or cultural differences.

### **Strategy for Diversity**

Learn several strategies for effective interactions. Discover how to be objective by expanding your own cultural comfort zone. Recognize the distinguishing characteristics of high and low-context cultures, and the resulting impact on communication and interactions. Gain valuable tips on how to improve communication with people from different cultures. A videotape case study illustrates the contrast between traditional American values and behaviors and other cultures.

# Experience

Since 1982, Management Team Consultants, Inc. has provided clients with a competitive edge in interviewing, hiring and managing.

In 1990, the firm introduced *Interviewing a Diverse Workforce*, the first and only diversity interviewing program in the U.S. Its success led to the development of *Diversity at Work*.

Comprising a broad cross-section of companies, our clients include high-tech start-ups, Fortune 500 manufacturers and service organizations, and major national associations and universities.

## Company Principals

### Jim Kennedy

Founder and president of Management Team Consultants, Inc., Jim Kennedy is a leading authority on selection interviewing and is the author of *Getting Behind the Resumé – Interviewing Today's Candidates*. His ideas appear frequently in the Wall Street Journal and other publications. Kennedy has spent many years training seasoned professionals. No newcomer to intercultural training issues, Kennedy is the former Director of Human Resources for J. Walter Thompson, an international advertising agency.

Kennedy is a graduate of Stanford University and the Harvard Business School Middle Management Program, and was formerly Manager of Employment for General Foods Corporation.



### Anna Everest

Vice president of Management Team Consultants, Inc., Anna Everest is an instructional program designer and skilled seminar trainer, as well as a co-author of many articles on communication in a culturally diverse workplace. She draws on her own diverse background and many years of business experience, including KPMG Peat Marwick, to help companies respond to today's changing workplace.

Everest has degrees in Business Administration from San Francisco State University and Psychology from University of Colorado and a Master's degree in Human Resources and Organizational Behavior.

## Company Trainers

Our nationwide network of trainers is carefully selected and trained by our Principals. They are highly educated, many holding advanced degrees, and have hands-on human resources experience at Fortune 500 companies around the world.

*"I like the non-confrontational approach to this diversity training. Facilitator was great!"*

Engineering Manager, Hewlett-Packard

# Scheduling

To schedule a *Diversity at Work* seminar at your company or for more information about cost or program customization, please contact us:



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