

Promoting diversity



Increasing numbers of companies are seeking to implement policies designed to promote diversity and integrate people from different backgrounds, while offering them the same opportunities. In doing so, they are not only complying with increasingly stringent legal requirements or simply trying to bolster their social commitments; they are aware that diversity is a real asset for them, which can help them resolve the problem, among others, of personnel turnover.

To work effectively and yield convincing results, these policies must provide a direct response to a number of key issues: what exactly does the term "diversity" entail, what differences are we talking about? What is the best way to raise awareness among company personnel? How should personnel be encouraged to treat the issue of diversity? How can they be persuaded to integrate diversity in their professional life on a practical level?

To address this challenge, CrossKnowledge is offering companies four interactive training sessions designed for management teams and all personnel. With the aid of numerous real-life examples, this programme demonstrates to companies just how diversity genuinely contributes to creating added value and furthering innovation. It shows them how to make all personnel aware that promoting diversity means treating each person in their own right.

Building on this, the training sessions set each company employee the task of implementing their own individual action plan to promote diversity, in direct, practical relation to their daily tasks. They also advise managers on how to draw up a managerial action plan to integrate diversity in their daily decision-making. Each company employee will then be able to integrate diversity on a practical level in their work activities.

Who this training is intended for:

- Business Unit Managers
- Team Leaders
- Project Managers
- Experts
- Staff

This training will enable you to:

- Identify the benefits of diversity for the company
- Become aware of what pro-diversity measures really entail
- Implement an individual action plan to promote diversity
- Implement a managerial action plan to promote diversity

Leadership skills enhanced by this training:

- How to improve group performance
- How to improve listening and straight talking skills
- How to share and capitalise on experiences, how to promote cooperation
- How to acknowledge and motivate
- How to set an example, embody values and build confidence

The strong points of this training:

- An international approach, which both explains the principles and encourages concrete, practical action
- Vivid references and models to help understand diversity: "The diversity tree", perception filters etc.
- Practical, concrete tools to integrate diversity in the workplace: individual and managerial action plans
- A number of business case studies to promote awareness and understanding
- A variety of experiences and role plays to create an attractive, effective teaching experience

A learning course in 4 key steps:

1. The benefits of diversity

- Recognise how diversity is profitable for the company: distinguish your company positively in the job market, increase activity, "think different" and relevant innovation

2. Are you ready for diversity?

- Become aware that a diversity-based approach involves considering each person in their own right, which assumes that differences are promoted, stereotypes avoided and prejudices forgotten

3. Encouraging diversity in daily life

- Identify and develop an action plan based on the best practices for becoming more open to others, promoting interpersonal relations and the value of diversity

4. Managing diversity in daily life

- Identify and develop an action plan based on the best practices for integrating diversity as a factor for influencing managerial decisions (recruitment, evaluation, feedback, etc.)



The author: Focus Consultancy & Chris Mullard

For more than 20 years, Focus Consultancy has been successfully implementing innovative equal opportunities and diversity management programmes in the UK and across Europe. Focus concepts and solutions build upon the work of renowned researchers and practitioners, as well as on its experience acquired during a variety of interventions.

Focus offers customers a global approach: from defining the change strategy, to setting up processes and action plans, and, finally, to evaluating the results. Its flexible pragmatic approach lets Focus address the needs of both private enterprise and public bodies, with a view to helping these organizations optimise their performances.

Clients with whom Focus has worked include the British Army and Police Forces, British Gas, Disney, Dupont Pharmaceuticals, the European Bank for Reconstruction and Development, EU institutions, Ford, GlaxoSmithKline, KPMG, Deloitte Touche and L'Oréal.

Focus was founded by Chris Mullard, a Doctor of Sociology and author of a number of books and key articles on multicultural issues, former lecturer at the University of Amsterdam and the University of London. Chris Mullard divides his time between professional commitments with Focus and community work. He has advised many British and European governments as well as international institutions such as the OECD and UNESCO.