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Recognizing Diversity as a Professional Asset

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Six Questions

What is diversity?

What is inclusion?

Why does it matter?

What does it mean?

Why is embracing it a challenge?

How can we add it to our leadership skill set?

What is diversity?

What is Inclusion?

In one word diversity means:

DIFFERENT

In two words inclusion means:

Being Inclusive

Diversity is not only black and white, female and male, homosexual and heterosexual, Jew and Muslim, young and old, etc.; but the diversity of every individual, slow learner and fast learner, introvert and extrovert, controlling type and people type, scholar and sports-person, liberal and conservative, etc..

Why does it matter?

Research shows:

- 18.7 % of U.S. speaks a language other than English @ home
- 2000 census reported over 600,000 gay and lesbian families living in the U.S.
- Persons over the age of 5 with physical & mental challenges comprise the single largest “minority” (over 49 million individuals)
- In 2009 the U.S. had 1.3 million college graduates, India had 3.1 million and China had 3.3 million college graduates.
- China is poised to be the largest English speaking country in the world with over 300 million English speakers.

According to Brookings Institute And Child Trends Data Bank:

- The U.S. population is changing. Minority majority tipping point will occur by 2040.
- In 2005, Fertility rates for Hispanic women were over 45 percent higher than those for non-Hispanic black women and Asian women (99 births per 1,000 for Hispanic women versus 67 births per 1,000 for non-Hispanic black and Asian women), and more than 65 percent higher than those for Native American women and non-Hispanic white women (60 and 58 births per 1,000 women, respectively). (<http://www.childtrends.databank.org>)

Research shows cont'd:

- Organizations with little racial or gender diversity among their leadership do not make the quality of decisions that can be expected of a highly diversified leadership. And organizations with the greatest diversity among senior staff perform better financially than those lacking an ethnic, gender or social mix.
- Leaders' racial diversity correlates with corporate financial performance. Without diversity, performance and creativity are compromised because of the danger of "groupthink"—when everyone tends to think the same, no one thinks "outside the box," and so nothing really changes. Increasing diversity is good because it increases the possibility for new ideas and new perspectives.
- Firms with highly diverse leadership teams may have a broader range of perspectives and skills, which enhance strategic problem-solving and decision-making capabilities. Furthermore, firms with racially diverse leadership have broader networks and thus more access to resources and diverse stakeholder groups.

America's Top Organizations for Multicultural Business Opportunities



Rank	Top 50 Corporations	Rank	Top 50 Corporations
1	AT & T Inc.	26	Bank of America
2	DELL	27	Progress Energy Inc.
3	Toyota	28	Exxon Mobil
4	The Coca-Cola Company	29	Pepsico Inc.
5	Office Depot Inc.	30	Honda
6	Cisco Systems, Inc.	31	Target Corporation
7	Wal-Mart Stores, Inc.	32	United Parcel Service
8	Raytheon Company	33	Boeing Company
9	Lockheed Martin	34	Comcast Corporation
10	Walt Disney Company	35	Pitney Bowes
11	Procter & Gamble	36	Hewlett-Packard
12	Northrop Grumman Corporation	37	MGM Mirage
13	Xerox Corporation	37	Fannie Mae
14	Time Warner Inc.	38	Shell
15	The Home Depot, Inc.	39	Microsoft
16	Verizon	40	Citigroup
17	Johnson & Johnson	41	Apple Inc.
18	United Technologies Corporation	42	Colgate-Palmolive Company
19	Altria	43	Accenture
20	Corporate Express / Staples Inc.	44	Pfizer Inc.
21	IBM	45	Sodexo, Inc.
22	State Farm	46	Bristol-Myers Squibb Co.
22	Nike	47	Avis Budget Group, Inc.
23	Chevron	48	Macys
24	J.C. Penney Company, Inc.	49	Deloitte
25	Major League Baseball	50	Kaiser Permanente

Point to Ponder

48 of the Top 50 Companies for Diversity are not experiencing financial difficulties in this “recession”

What does it mean?

- If an organization does not take on this challenge, it will soon become extinct or left far behind. There are too many competitors who are striving to become the best. (Market Share)
- A organization needs controllers, thinkers, dreamers, doers, organizers, team builders, etc. to reach the goals that make an organization the best. It does **not** need people fighting and distrusting other team members!

- Diversity is about empowering people. It makes an organization effective by capitalizing on all of the strengths of each employee. It is not EEO or Affirmative Action. These are laws and policies. While on the other hand, diversity is understanding, valuing, and using the differences in every person to strengthen the organization, school or business.
- Simply enforcing government regulations will not get you the best. To obtain a competitive edge, you will need to grow your work-force from groups into teams that use the full potential of every individual.

Why is embracing it a challenge?

I. Because people make it one

- Because of wrong assumptions and ignorance, lack of understanding and the unwillingness of many (people, groups and companies) to accept our ever-changing world.
- The world is no longer “huge”. Advancements in communication and technology make it easier to watch, learn and communicate with others. This leads to learning and understanding of others. To categorize and place others in a box never leads to productive results
- Entitlement/ Privilege

II. Because it is impossible to understand everyone's viewpoint

- Not everyone is exposed to diversity so it often causes conflicts due to opposing viewpoints
- To overcome such conflicts, we need to understand why we have opposing viewpoints that are usually a direct result of cultural and ethnic backgrounds

III. Because it means that
YOU MUST CHANGE YOURSELF

- To learn about other cultures and backgrounds, we have to abandon our comfort zone.
- We must place priority on the idea of diversity!

IV. Resources

- It costs money to implement change (you have to have dough to make bread)
- Not just words in the mission statement (you need a Department, Staff, Budget, etc. to make it happen)
- Market Growth and profit is the goal and an ally.

Most Successful Companies Understand This!

The companies on the S&P 500 generate 46% of their profits outside the U.S., and for many of the biggest American names, the proportion is much higher.

You might think of Coca-Cola as the quintessentially American company. In fact it is a vast global enterprise, operating in 206 countries. (The United Nations has 192 member nations)

"We have a factory in Ramallah that employs 2,000 people. We have a factory in Afghanistan. We have factories everywhere," explains Muhtar Kent, the CEO of Coke. Nearly 80% of Coca-Cola's revenue comes from outside the U.S., and an even greater percentage of its employees are in foreign countries.

Read more:

<http://www.time.com/time/nation/article/0,8599,2026776,00.html#ixzz148GBGHLz>

How do we add it to our leadership
skill set?

Embracing diversity is more than tolerating people who are different. It means actively welcoming and involving them by:

- Developing an atmosphere that is safe for all employees to ask for help-joining weakness with strengths to get the goal accomplished.
- Actively seeking information from people from a variety of backgrounds and cultures.
- Inclusion- invite people who are different than you to informal gatherings (lunch, coffee breaks, etc.)
- Creating a team spirit where every member feels a part of a group.

Leaders with a diversity initiative aim for equality & concordance between policy and procedure.

(don't just "talk-the-talk" but "walk-the-walk")

Commitment

Training

Education

Development

Mentoring

Resources

Thank you for joining us today

Questions?