

CONCERN[®] Services

We're More Than An EAP . . .

Our goal is to Help People Live Better & Help People Work Better. The following information from the **CONCERN WorkLife Services** program is intended to help you accomplish that goal and remind you that, as your Employee Assistance Program, we are here for you and your family. Visit us on-line at www.ak.concernservices.com or call (513) 891-1627 / (800) 841-5002 for no-charge, confidential assistance.

Celebrating Diversity at Work: Reap the Benefits

Company leaders across the nation are reconsidering the composition of their workforce in terms of race, ethnicity, age, gender, sexual orientation, and disability. Why? Because the face of the American workforce is changing rapidly, and because promoting diversity benefits the bottom line.

Bridging the Gap

Workforce diversity bridges the gap between the workplace and the marketplace. For instance, employees may tell their friends about their workplace and its positive atmosphere regarding diversity. Employees' positive opinions regarding the organization will likely influence potential customers. At work, diverse perspectives help the company better understand increasingly diverse markets.

Hidden Strengths

A diverse workforce has strengths you may not know about. For example, disabled employees, as a group, have excellent attendance records. Older employees might require less training than younger employees. And groups with a broad range of experiences often generate rich ideas and solutions.

Dealing With Difficult Behavior

While diversity in the workforce makes good business sense, not everyone may be happy about it. Inevitably, some employees might feel threatened by changes in the organization's composition. It's not up to management to dictate how anyone should feel about diversity initiatives. But if the unhappiness affects business, management is within its rights to speak with employees about how their behavior affects the organization.

Corporate America makes a change.

Growing numbers of major American corporations have committed to understanding and promoting diversity. Chase Manhattan, PricewaterhouseCoopers, Pitney Bowes, Toyota, and American Express are a few of the large organizations that have launched such programs.

Measuring Progress

Organizational progress toward diversity is measurable. Although it's difficult to show a direct correlation between a diverse organization and its financial well-being, you can assess changes in individual behavior, organizational performance, and stockholders' attitudes. Gauges to be aware of include

- Percentage of employment offers accepted
- Employee and customer feedback
- Productivity
- Absenteeism
- Information from exit interviews
- Litigation expenses

Workplace Options. (Updated 2012). *Celebrating diversity at work: Reap the benefits*. Raleigh, NC: Author.