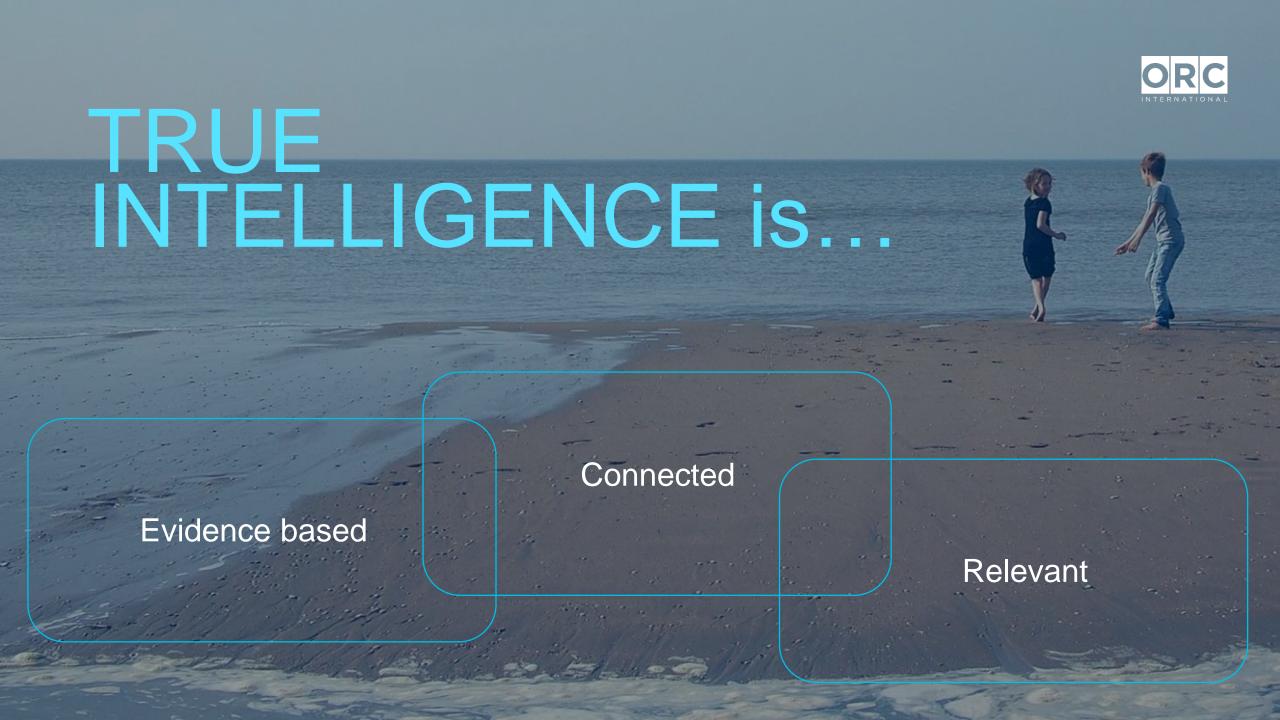




- 01. Introduction
- O2. Diversity: how it is, and how it could be
- 03. 3 ways diversity can work for business as well as individuals
- **04**. 3 tips for a creating diverse workforce
- 05. Summing it up

Every organisation has an ambition to be more personally relevant and trusted.

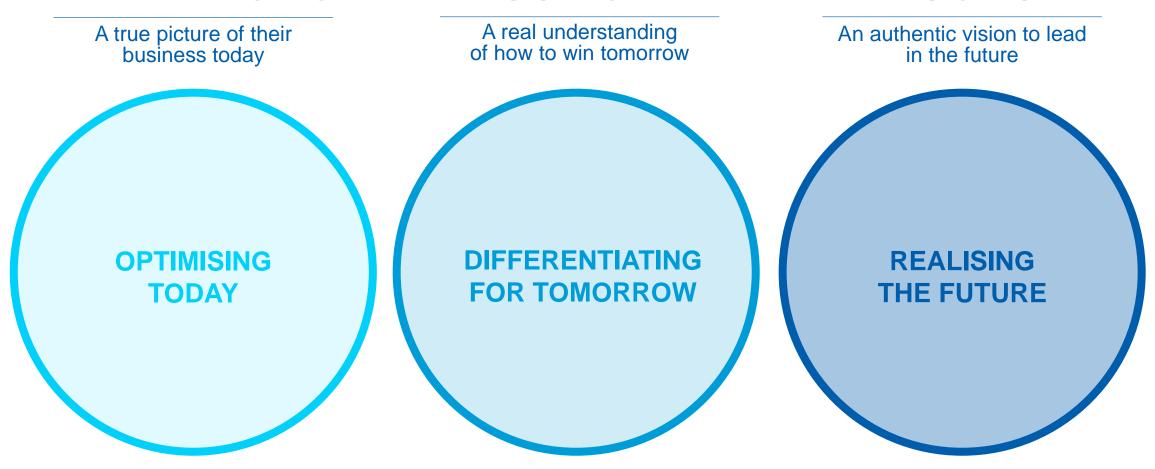




OUR CLIENTS ARE ON A VALUE JOURNEY



THEY ENGAGE WITH US FOR THREE REASONS...





WE DELIVER TRUE INTELLIGENCE THROUGH



Diversity: How it is, and how it could be



For many organisations diversity it is still synonymous with:

"Avoiding discrimination"

"Employing the 'right' number of people from minority groups"

"Promoting enough females to senior positions"

"Striking the delicate balance between performance management and bullying"

But things are changing and managing diversity is fast being promoted from a nice to have box ticking exercise to a global imperative.



1. Diversity of thought



Alternative perspectives are not in efficient, they are in novative



2. A workforce that reflects the customer base



"The more diverse our workforce, the better able we are to respond to and reflect our audiences in all their diversity. We recognise that in order to achieve this we need to create a working environment that enables all of our employees to thrive and achieve their full potential"

BBC, from its diversity statement

"85% of consumer purchases are made by woman, yet 91% of women feel advertisers don't understand them."

The Terri and Sandy Solution 2014

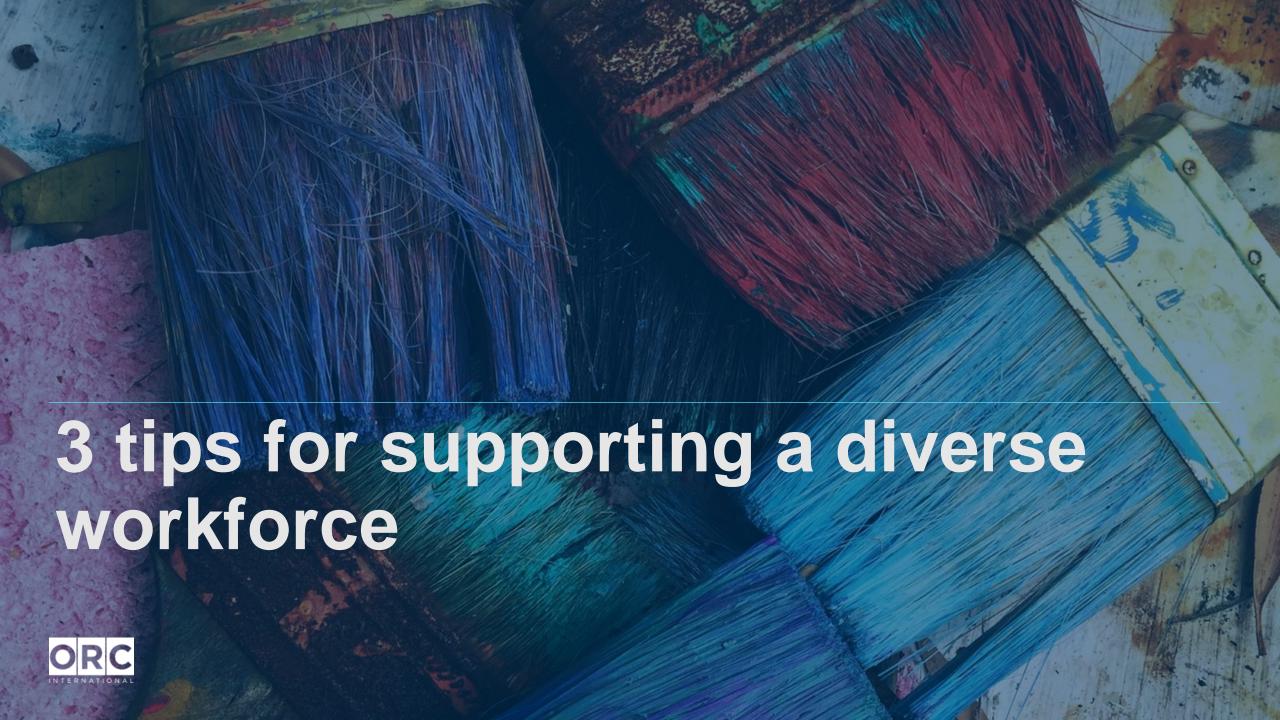
3. Access to a wider talent pool

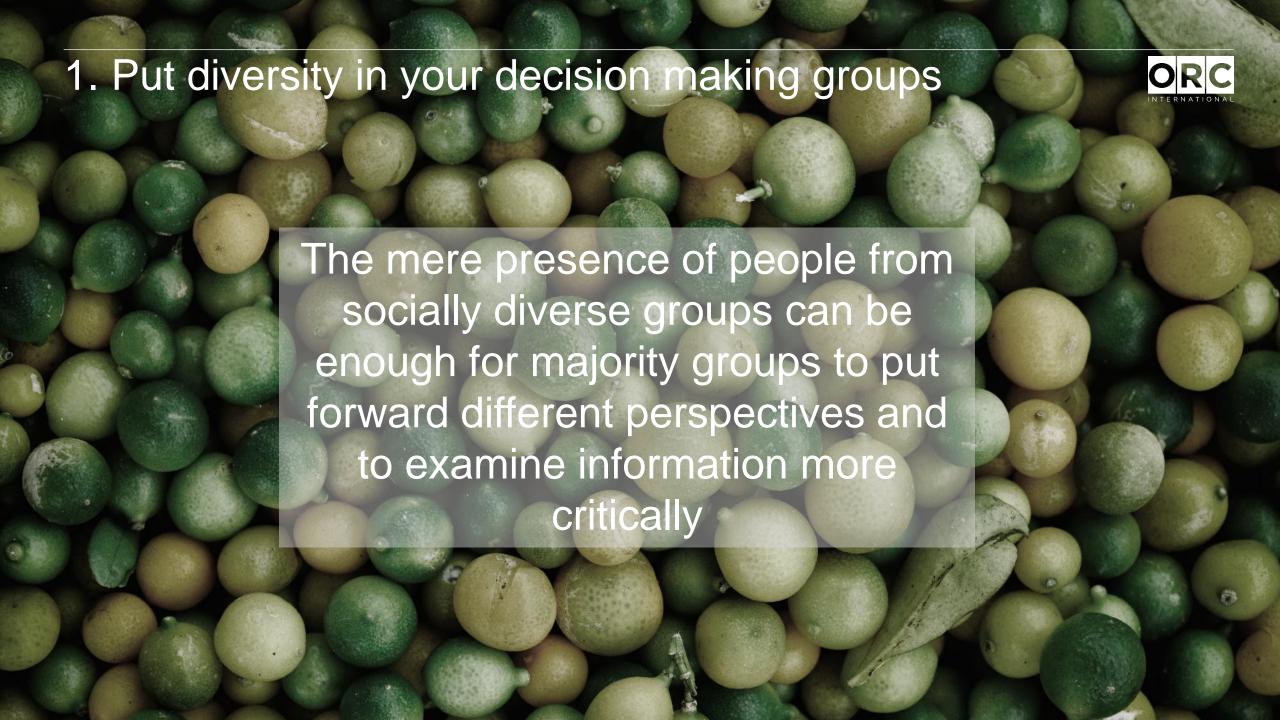


Technology enables disability making the **disabled community** a rich and accessible source of talent

Flexible working policies give you access to carers and returning mothers who have invaluable skills and qualities

People over 61
years are more
engaged than 4060 year olds and
half as likely to
pull a sickie than
younger
colleagues







3. Clamp down on bullying from the top down



Kids are shouting "build the wall!" and waving their hands around to imitate a disabled kid like the Republican nominee for president Donald Trump did.

National Education Association, USA.





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