

Episode 64: Diversity, is it correct to be PC?

This time we look at what diversity is, why it matters and how you should approach it.

1. What is Diversity?

Firstly, diversity is not political correctness - sometimes it's just common decency
Diversity however suggests you employ people as diverse as your customer base
You need men and women, all generations, all ethnic and racial backgrounds to reflect your market
It is worth remembering that you may have government regulations around diversity
Also, some companies look for this in your behavior to win their business

2. Why does diversity matter?

Different types of people and customers bring new approaches at work, with benefits such as:

- Different and sometimes better decision making with improved problem solving
- New views can broaden your greater creativity and innovation
- This can lead to enhanced product development
- Finally, more successful marketing to broader customer types

3. What is the best approach to diversity?

A company with thousands of people can approach this differently than a small business

With thousands of employees you can set targets and even quotas

Even then, be careful not to mandate it to very small teams where it makes no sense

But in a company with 1000 executives, where aren't half of them women?

Small companies should make sure they best reflect their customers

The single biggest way to improve your diversity is through recruitment

Think through the places to advertise and search for people – do they reflect diversity?

Bottom Line: Regardless of whether people tell you to be diverse because they think it's one of the 'right things to do', getting the broadest skills and understanding for your customers is always the right thing to do.

