THE VALUE OF DIVERSITY TO LEADERSHIP TEAMS

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Winning With & Retaining Diverse Teams

The Genuine Value of increased diversity. Gaining a huge advantage through diversity and inclusion. Leading and sustaining diversity for long term business growth. Ensuring that your company is desirable to people from diverse backgrounds. What commitments leaders need to make in order to build and retain diverse teams.
Diversity - Taking FRESH to the NEXT New Level

- Fresh new and excited & existing people
- Fresh new ideas
- Fresh new skills
- Fresh new communication
- Fresh new ways of operating
- Fresh new opportunities
- Fresh new product ranges
- Fresh new clients
- Fresh new business founded on the existing and growing through fresh new diversity!
Some Valuable Principles

At the level of respect, all people are equal.

We ADD to each other!

Omakhelwana
We build for each other
What is Diversity?

Diversity is about people.

Diversity in all levels of your business should mirror your current and potential clients.

Gender, Educated to Experienced. Culture, Skills, Traditional, and New Technologically Aware, Nationality, Race, Language ability, Religions, Communal to Individual focused.

Ages – From Millennials to Madalas.

THE MILLENNIAL DEFINITION OF DIVERSITY & INCLUSION

“Millennials view diversity as the blending of different backgrounds, experiences, and perspectives within a team, which is known as cognitive diversity.

They also use the word to describe the combination of these unique traits to overcome challenges and achieve business goals.

Millennials view cognitive diversity as a necessary element for innovation, and are 71% more likely to focus on teamwork.”
The Genuine Value

American Bar: - **The data is in and it's unassailable:** diversity and inclusion are enormously profitable.

**Gender:** Fortune 500 companies with the **most women** on their boards outperformed those with the least by 66 percent in return on invested capital, 42 percent in return on sales, and 53 percent in return on equity.

**Racial Diversity at the top:** “Does Diversity Pay?: Race, Gender, and the Business Case for Diversity” by Cedric Herring in the *American Sociological Review*, on average, **the most racially diverse companies** bring in nearly 15 times more revenues than the least racially diverse.
Africa – Exciting, Alive and Diverse!

Through Cellular Technology alone, Africa is more connected now than it has ever been! Are you able to touch their hearts and minds?

“Africa, with nearly 1 billion people, 50% of them under the age of 15, is the next frontier for economic growth.

There is a huge opportunity for innovative D&I focused players to leapfrog traditional companies to grow markets.”
Creating Opportunities out of Diversity

IBM grew its female executives ranks by 370 percent, its ethnic minority executives ranks by 233 percent, and the number of self-identified gay, lesbian, bisexual, and transgender executives by 733 percent.

In 2001, the organization's activities accounted for more than $300 million in revenue compared with $10 million in 1998.

... in October 2001 IBM launched an initiative focused on making all of its products more broadly accessible for the disabled to take advantage of new legislation.

IBM executives estimate this effort will produce more than a billion dollars in revenue during the next five to 10 years.
Henkel

Henkel employs people from over 120 nations in more than 75 countries.

“Diversity & Inclusion is the connecting key between our global markets and our strategic priorities.”

“Our ability to deliver excellent results is fueled by and dependent on our ability to embed Diversity & Inclusion in our corporate culture and the way that we do business.”
What about Smaller Companies?

Through understanding, including & respecting diversity:-
We deliver services in South Africa, Namibia, Swaziland, Zambia, the US, Hong Kong & the UK. Clients incl. British, French, & Japanese companies.

50% of our business comes from outside of our borders. Our clients choose us because we relate to them easily.

Respect diversity & ensure that your clients relate to you, feel honoured by you and want to keep doing business with you.

The CEO – of the MCA-Z … “When I heard that our main facilitator was a White South African – I was worried. But I am delighted, as you seem more Zambian, than many of us!”
Managing Diversity Vs Leading Diversity

**Managing.** Organisations that need to “manage” diversity view diversity as a troublesome “must have.” They train and put managers in place, to keep the peace, in order to gain the most advantage. It does not work.

**Leading.** Those organisations that lead diversity have CEOs who are so pumped and excited about diversity & the many diverse people and their uniqueness - that they become the diversity that they wish to lead.

Their team members delight in their example, and begin to learn more, know more and actually seek out diversity.

Be a leaders of Influence. “Creating positive influence will not only be a catalyst to your own success, it will become the legacy you will leave behind.” John Maxwell
Creating the environment!

Initially there will be conflict…

“Lead your team to create a peer-developed & lead Values-based relationship management system.”

(Arthie and Brian Moore – Celebrating Humanity International)

“Put people together in a way that will have them bouncing ideas off each other, befriending each other, and taking care of each other, and suddenly they are coming to you, not with gripes and problems, but with solutions and great ideas.”

- Richard Branson, in his book, Business Stripped Bare
A company of Choice
Leaders – What must you commit to?

Inkosi yinkosi ngabantu – A leader is a leader because of her people.

• Create a “Cheers” Culture. “Where everyone knows your name.”
• Get your board and management team to spend time with your people and clients from diverse backgrounds. Get to know them.
• Find the right people for your board and leadership teams, from as many diverse backgrounds as possible.
• Make them feel “at home.”
• Develop an inclusive company culture – with and through your people.

• Change your HR, Hiring and People Management policies.
• Develop diversity understanding and social intelligence.
• Sustain relationships through your team.
• Include facilities that are D&I focused.

• Create a new attitude towards technology, marketing & communication, with your millennials.
Make Leading D&I a focused KPI!

Many organisations create diversity champions. These are people who are excited about diversity and inclusion, or those who have been nominated to “do a job.” This does have some effect.

It is far more effective to create an environment where every member of your team is a Diversity Leader:-

- Build a D&I Strat Plan with your team and clients.
- Show the way – lead your people to love diversity and seek out difference!
- Encourage them to Celebrate their Humanity and that of others.
- Reward Social Intelligence and Diversity Skills.
- Reward them for creating facilities/ resources to increase diversity and inclusion.

Your team members – lead by you – will create the welcoming environment for people of different backgrounds.
In closing….

Through your leadership and growing diversity leadership you will profit.

Honest, and fair alignment with country D&I laws wherever you operate – will bring you far more corporate and government contracts.

• Understanding and Respecting Diversity is good.
• Implementing D&I within your team is powerful!
• Growing diversity and creating a company of choice, for your diverse teams, is the future!

You will build your business, increase your clientele and your profits by increasing the diversity of your team.
Utilise the principles of leading diversity, turn your entire team into leaders of diversity
Create a welcoming environment for your new and existing team members. Get them to manage their relationships, positively and powerfully!

Your clients WILL have found a home away from home!
Take FRESH to the NEXT New Level

With apologies to Nike!

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