

# Workplace Diversity Does Matter



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It is important to recognize that diversity is a fact of life in today's workplace. Issues relating to workplace diversity have become increasingly important in the last few years. This is not surprising considering the changes in the competitive market. The active implications of workplace diversity are doubtlessly important to businesses, and therefore diversity needs to be managed. In doing so, one could be "reactive" to deal with the new experience of diversity or a better approach might be to be "proactive" in leveraging diversity to achieve superior business performance.

To effectively manage diversity, one must recognize the commonalities and awareness of differences. No two people are the same and diversity goes much further than race, color, religion, sexual orientation and nationality. Role modeling behaviors of those who already accept the differences of others can help alter the organizational culture, and thereby improve performance outcomes. Diversity in business helps in pooling the best talent, reduces the gap between increasingly diverse customer bases, unleashes creativity, promotes innovation and thereby enhances the competitiveness of the organization.

The success of diversity programs at your workplace depends on how they are framed. Rather than as threats to overcome, they should be framed as challenges and opportunities. Creating a diverse senior management or leadership team who are committed and held accountable to the success of the program is the most powerful way to signal the support for diversity. Encourage employees to know each other as individuals so as to overcome stereotyping, prejudice and intergroup conflicts resulting from an in-group association based on likeness to oneself. A well developed strategy to realize realistic business goals, establishing metrics and evaluating the effectiveness contributes to success.

**Remember increasing diversity alone does not guarantee immediate tangible improvements. Nevertheless creating a diverse workforce does yield huge benefits.**

## **About the Author**

Stephanie Burg-Brown is a licensed Broker/Owner of Philly Rentals Online and Nextage Diamond Realty located at 2200 Michener Street, Suite 11 Philadelphia, PA, also licensed as a sales associate in New Jersey.

Stephanie currently is the current VP of Legislative for Delaware Valley Chapter 3 and chairs the Equal Opportunity Cultural Diversity Committee at Greater Philadelphia Association of Realtors (GPAR) and holds leadership positions in NAREB (National Association of Real Estate Brokers/Realtist), NAHREP (National Association of Hispanic Professionals) and a proud member of AREAA (Asian Real Estate Association of America).

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