



Making a case for Diversity to Management

First steps – information gathering

- Interview top management about their opinions on diversity. Use the assessment to identify allies.
- Perform a cultural audit of the organization to assess hiring, retention, and promotion practices and demographics.
- Compile data about complaints, potential lawsuits, and hiring, retention, and promotion problems, current and projected customer demographics.

Next steps – bringing it all together

- Find the links between diversity and other organizational initiatives, such as top-quality management, self-managing work teams, or career development.
- Develop organization-specific arguments for diversity.
- Create tools to communicate the data and arguments.
- Understand the diversity politics of the organization enough to describe the dynamics.
- Consider whether or not to hire an outside consultant to effectively manage the initiative.
- Develop a strategy and plan for presenting the data and follow up.

Finally – present the case

- Present data to top management, including the board of directors.

Tips...

- Keep it straight forward and positive– keep it simple
- Be prepared for possible resistance
- Highlight the business benefits, these are what will gain the commitment