



<b>Course No. and Title</b>	<b>17. CULTURAL DIVERSITY COMPETENCY FOR BUSINESS PROFESSIONALS</b>	
<b>Best For</b>	Business owners eager to understand the INs and OUTs of effective multicultural business strategies from product and service design, manufacturing and packaging, to promotion, marketing and sale.	
<b>Description</b>	Participants will learn why there is not one service or product on earth that only people of a certain ethnicity, gender, age, race, religion, disability, national origin, sexual orientation, communication style, educational background, geographic location, income level, marital status, military experience, and parental status can buy. No matter what you sell, your clientele base can be enlarged to include persons of other characteristics. That is why diversity is now considered to be one of the greatest business greatest assets in the world. Are you ready to take advantage of it? What are you doing to attract diverse clientele in order to increase your business? If you do not start now, you will be left behind.	
<b>Location</b>	This program is offered <b>IN-HOUSE</b> at client's location of choice or as a SEMINAR.	
<b>Participants</b>	Maximum: 30 participants	
<b>Options Duration and Cost</b>	COURSE OPTIONS and DURATION	
	<u>Option 1.</u> Minimum: one hour	\$300/hour
	<u>Option 2.</u> Multiple one-hour sessions or extended period - same location - same Ante Meridiem or same Post Meridiem. (Minimum 3 hours)	\$275/hour
	<u>Option 3.</u> 1-6 hrs out-of-town assignment (100 + miles one way).	\$1,200
<b>Related Expenses</b>	1. Travel/Mileage	\$30 per round trip or \$.55 per mile whichever is greater.
	2. Out-of-town Assignment	Air & ground transportation + Lodging + Meals.
	3. Training Material	Materials: \$1- \$1.50 per participant (if applicable)
	4. Additional Participants	\$15 per participant above the maximum of 30.
<b>Take Away</b>	1. A certificate of completion. This course may count for continuing education units. 2. Important information beneficial for you professionally, but also to your company 3. A great networking opportunity.	
<b>Continuing Education Units</b>	Many organizations accept our certificate in conjunction with our detailed course description and objectives (issued separately) to fulfill their yearly continuing education units (CEUs) requirements. Check with your organization for details.	
<b>Just a reminder!</b>	<i>"You can buy in any language; but if you want to sell, you'd better speak the language of your customer!"</i> Unknown	