



Course No. and Title	5. BUSINESS CASE FOR DIVERSITY & INCLUSION	
Best For	The General audience - All industries - All professions. Anyone willing to be aware of what benefits companies that value and properly manage diversity reap, and what prices organizations pay when they ignore diversity in their employees, clients, and suppliers.	
Description	Participants attending this class may be asking themselves, “Why diversity anyway?” The answer is obvious. In today’s increasingly diverse marketplace, all organizations, both private and public, are under continuing pressure to improve their “bottom lines.” For private sector organizations it is about profit and profitability; in the public sector it is the efficient delivery of services to their clients. This session presents how the business case for diversity is different for each enterprise but there is a compelling generic business case for achieving and managing diversity in the workplace. Through real examples, participants will learn the efficient strategies on how diversity can help their organizations improve products and services, attract, retain, motivate outstanding employees, improve the quality of decision-making at all organizational levels, and reap the many benefits from being perceived as a socially conscious and progressive organization.	
Location	Offered IN-HOUSE (IH) at your location or at SCHEDULED SEMINAR (SE) –Click here to register-	
Participants	Maximum: 50 participants \$15 for each additional participant.	
Options, Duration and Cost	COURSE OPTIONSS and DURATION	
	<u>Option 1.</u> Minimum: 1-Hour session	\$300/hour
	<u>Option 2.</u> Multiple 1-hour sessions or extended period- same location – 3 hours sessions minimum – same Ante Meridiem or same Post Meridiem.	\$275/hour
	<u>Option 3.</u> Out-of-town assignment (100 + miles one way): 1-6 hours	\$1,500
Related Expenses	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
Take Away	<ol style="list-style-type: none"> 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 wonderful networking opportunity. 	
Continuing Education Units	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.	
What People Say About This Workshop	<ol style="list-style-type: none"> 1. <i>Another view of diversity that does not blame white men, but shows how to use it to increase bottom line.</i> 2. <i>This workshop presents the positive side of diversity that I did not see before.</i> AMEX, Phoenix, AZ. 3. <i>Could make it a half-day class. Very informative. Different views.</i> Wells Fargo Bank, San Francisco, CA. 	
Just a reminder!	<i>Seeking Diversity leads us to excellence, just as focusing on excellence inevitably leads us to diversity.</i> William C. Steere	