Diversity initiatives can only lead to higher performance if they go beyond social justice and equal treatment; they can be an essential ingredient for business growth and innovation. A diversity initiative that incorporates value differences at individual, group, and corporate level is not the end goal in itself, but also a means for enabling an organization’s performance and competitiveness. Our research and development activities in the area of cultural diversity have led us to develop a unique ½ day workshop for bridging differences in a business environment. By bringing in our perspectives, we challenge the way in which our clients think and the way they act.

**LEARNING OBJECTIVES**

- To develop knowledge and understanding about the basic drivers behind cultural differences and the role of diversity in organizations.
- To identify the levers to pull in relevant areas of the business to start the diversity journey with speed and long-term effectiveness and performance.
- To create awareness of the links between culture and strategic business issues and the tensions resulting from different value orientations and the implications for day-to-day business.

**After the program**

**PARTICIPANTS SHOULD**

- **Be better equipped** to manage and benefit from cultural diversity in their day-to-day business dealings.
- **Be energized** to apply the learning in their own organization via the business strategy, processes and personal leadership.
- **Be ready to build** diversity into the strategic thinking of the organization.

**Thursday, February 18th, 8am to 12pm.**
Registration Fee: With Summit: $1,400 | Without Summit: $1,600
Email Lori Sorum at lsorum@fit.edu to register with a credit card payment.

**Presented by**

- **Cross Cultural Management Summit**
- **SHRM**