

DIVERSITY IN EDUCATION

Is your educational institution benefiting from the Diversity Value Chain?

Diversity is more than a human rights or an inclusion issue. It's a strategy that creates value throughout educational institutions. Diversity builds strength. Educational institutions can use to diversity strategies to enhance every aspect of their operation, by:

- Reflecting the increasingly international make-up of their local community, student body and faculty
- Enhancing the institution's ability to recruit, retain and actively engage faculty and staff
- Reduce costs in their supply chain, plus access new contracts and create new employment as a diverse supplier
- Improving decision-making at all levels of the organization.

Want to learn more?

Women's Enterprise Centre, in partnership with Kelowna Community Resources and the BC Welcoming Communities Program, is pleased to present a free interactive workshop, *Educational Institutions of Tomorrow: Building Strength through Diversity* for staff and faculty.

Participants will learn practical hands-on tools they can take back into their business to help enhance their profit chain through diversity. We'll uncover myths, explore unconscious biases—and share some great examples and best practices. At the completion of the workshop you'll have some tools and action steps to strengthen your business diversity.

Through this workshop, participants will benefit from improved understanding of:

- What diversity really means and why it matters in educational institutions
- The four key areas where diversity impacts personal and organizational results
- Challenges, opportunities and best practices for diversity in the four key areas of business operations
- How to recognize and deal with stereotypes, myths, language, terminology and biases
- What the diversity value chain looks like and how to implement it in your area of the educational institution.

Diversity matters. It makes educational institutions stronger.

Next Steps

Please contact us for more detailed information and to schedule a workshop at your institution.

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The Business Case for Diversity

Definition of Diversity

Diversity is about embracing differences. These differences can be found in terms of people's abilities, age, culture, ethnicity, gender, physical characteristics, religion, sexual orientation, and values. An organization or business that incorporates diversity as a business strategy through these four pillars: at the customer/client level, with employees, with suppliers, and at the governance level, will be able to:

- Reflect the marketplace in which the organization operates, and enhance its reputation with different types of clients and customers
- Leverage talent and increase employee satisfaction, which leads to more innovation and improved performance
- Create a more robust supply chain, which leads to lower costs and more responsive suppliers
- Enhance the organization's governance
- Improve the organization's financial performance

Reflecting the Marketplace

As a business or educational institution, reflecting the diversity of the marketplace makes sense on several levels. When a potential or existing customer or client sees staff members from their own social group or community, that customer/client is more likely to support that organization.

Leveraging Talent

In leveraging talent, employee satisfaction and engagement is based partially on their satisfaction with the way that organization treats different groups of people. Organizations with a more diverse work environment tend to experience lower employee turnover. When employees feel that they have things in common with their customers and clients, productivity among employees, customer satisfaction, and eventually earnings are all affected positively.

Diversity promotes innovation and group performance. Cultural diversity in the workforce, diverse educational backgrounds and demographics can lead to more innovation, a larger knowledge base, and a greater likelihood of patent applications in a wider range of technology fields.

More robust supply chain

An organization that operates in a diverse market knows it makes sense to buy from a diverse set of suppliers. There are both strategic reasons and compliance reasons for supplier diversity.

A diverse supply chain provides another way for organizations to show their clients that they understand them. Having different types of suppliers creates more competition which leads to lower costs. A larger pool of suppliers can also result in more agility to access new components and services.

Supplier diversity is becoming more recognized as an important element of corporate social responsibility programs. And finally, more and more businesses, institutions and governments are asking for evidence of diversity policies and initiatives before they will accept a firm as a supplier or vendor.

Enhancing the organization's governance

A board composed of a diverse group of people who each bring unique competencies, skills and perspectives to the table is ultimately more effective. In much the same way as diverse customers, employees and suppliers improve an organization, a diverse board brings diverse perspectives to the decision-making process, leading to better decisions. Small business owners can also tap into different points of view through diverse mentors and advisors to help them grow their business.

Improving financial performance

Financial performance is critical to the success of all businesses and institutions. A diverse customer base increases revenues. A diverse workforce is associated with more customers, increased sales revenue, greater profits and greater market share. A more diverse supplier base leads to lower costs and more choice, and boards with diverse directors show better financial performance.

How Can Your Organization or Business Embrace Diversity on all Four Pillars?

For businesses and organizations creating diversity can be as simple as: hiring diverse employees at all levels; finding a new supplier with a new product to cater to a diverse customer or client base; assigning a percentage of your organization's purchases to diverse suppliers; becoming a registered 'diversity' supplier to obtain more contracts; having a diverse board of directors, mentors, and advisors.

Diversity matters. It makes businesses stronger. It makes communities stronger. It makes the economy stronger. It's the way organizations of the future are building strength. Contact Women's Enterprise Centre to learn more about diversity strategies and how you and your teams can improve the value and profit chain in your organization through diversity.



*It's your business.
Start. Grow. Succeed.*

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