

# *Diversity Fundamentals*

*Beginning the Journey*

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# *Diversity Mardi Gras: Feels Good!*

- o Hangover
- o Much trash to pick up
- o The whole place stinks

*Director of Diversity  
Role and Responsibilities:*

- o Strategist
- o Educator
- o Provocateur

# *Conceptual Clarity*

Define *Diversity*:

- Attribute Diversity
- Behavioral Diversity

✓ Differences and Similarities

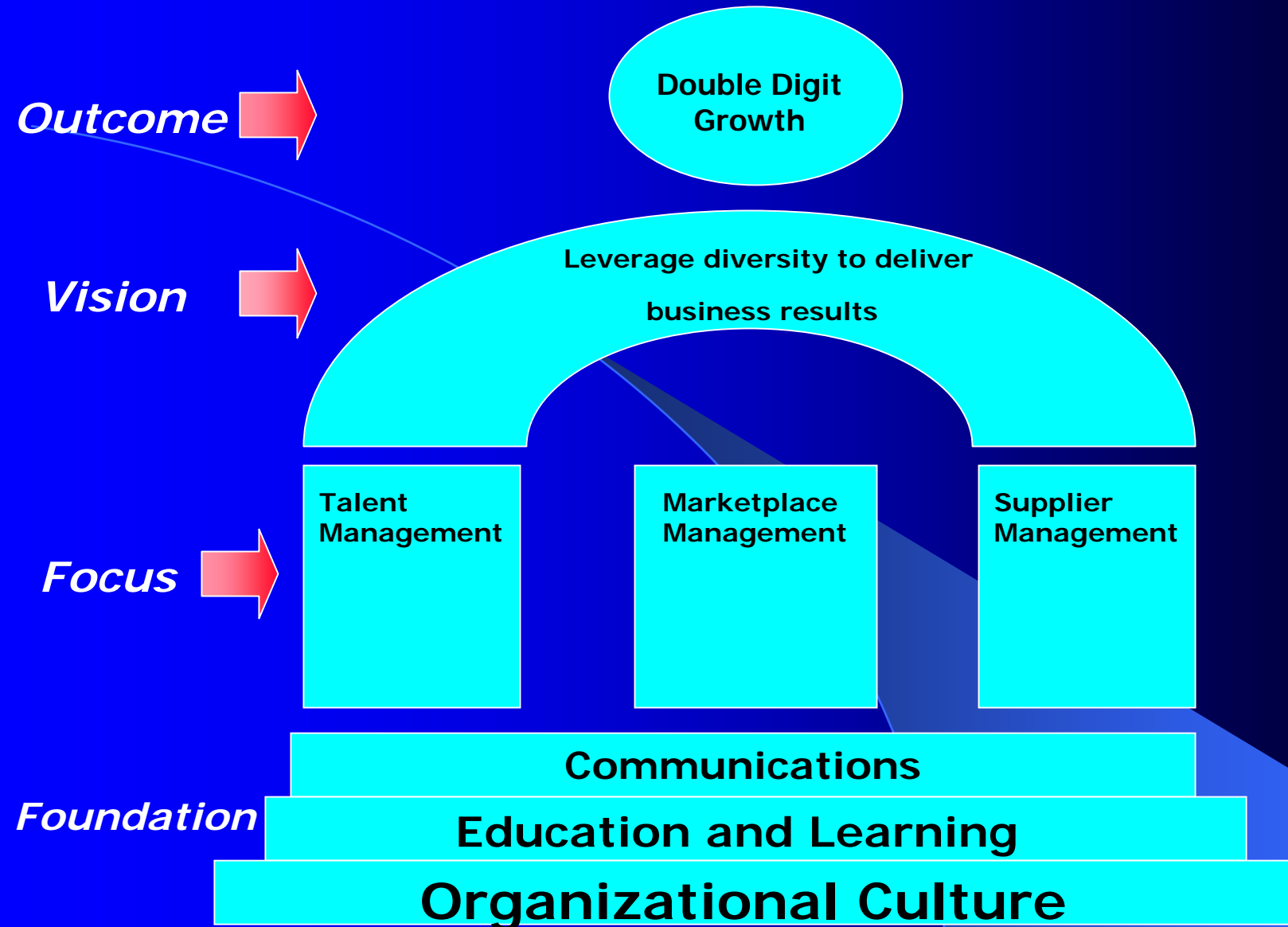
## *Define Diversity in the 21<sup>st</sup> Century:*

- Our uniqueness; our individuality.
- And, what we have in common.
- ✓ Inclusive of everyone on the team.

## *Diversity:*

The differences & similarities that can exist in our workforce, workplace and marketplace.\*

# *The Look of Success: J&J Consumer & Personal Care Group*



## *Wisdom:*

It is not the most intelligent nor  
strongest of species that survives,  
  
but the one most adaptable to change.

-Charles Darwin

# ***Diversity Management:***

- Diversity is a fact of life.
- Do not confuse with affirmative action, multi-culturalism, EEOC, or tolerance.
- The goal of diversity management is not to get diversity – it is to get world class business results.

# ***Building Diversity Maturity:***

- Mindset
- Skill Set
- Execution

## ***AN AFRICAN PROVERB:***

Every morning in Africa a gazelle gets up.  
It knows it must out run the fastest lion or it  
will be killed.

Every morning in Africa a lion wakes up.  
It knows it must out run the slowest gazelle  
or it will starve.

It does not matter whether you are a lion or a  
gazelle, When the sun comes up you'd better  
be running.

## *The Noah Principle:*

There will be no more credit given  
for predicting rain,  
it is time to build the ark!