

On Diversity and Inclusion

What's the Point?

Before any organization can succeed at becoming more inclusive and creating a diverse culture, the question of why must be answered. Why work at embracing inclusion and creating a diverse culture:

1. To avoid law suits?
2. Because it is politically correct?
3. To give customers the impression that they are represented?

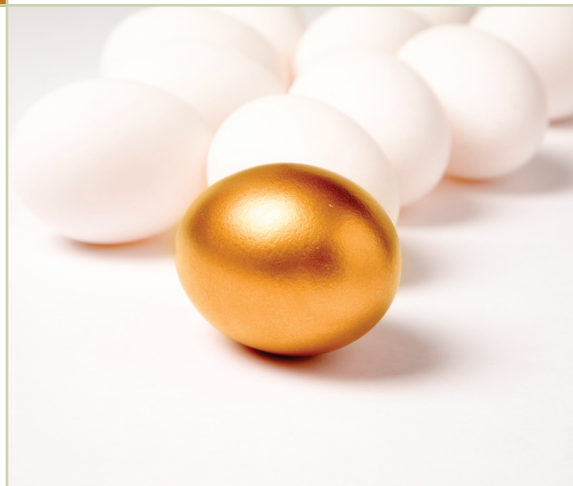
The above objectives are actually easily accomplished, largely because you can accomplish them without actually creating a diverse and inclusive culture. True inclusion takes work and serious shifts in the way many of us think. It does not make sense to take it on unless you really have something to gain. In our years of experience working with organizations of all shapes and sizes, we have found that there are three excellent reasons to focus on inclusion:

1. Strengthen employee engagement and reduce attrition.
2. Anticipate the needs of a constantly changing marketplace.
3. Ignite innovation as a cultural cornerstone.

Taken in combination, these three objectives add up to one big goal: **LEVERAGE YOUR DIVERSE ORGANIZATION TO ACCOMPLISH BUSINESS GOALS.**

Diverse Definitions

Every organization is diverse to some degree, even if all the people share a common ancestry. The diversity that exists among humans goes well beyond race, gender, age and sexual orientation. Diversity, by definition, encompasses ALL of the differences



between us. And there are a lot of them. Inclusion means more than an appropriate number of minorities in the room. True inclusion values, acknowledges, invites, and welcomes a broad spectrum of contributions from whoever offers them.

Diverse Thought

Embarking on a diversity exploration that goes well beyond cultural and gender issues and challenges employees to delve into the "final frontier" of diversity, our approach begins with the acknowledgement that we are all unique. Each of us is a **minority of one** and it is only by recognizing this fact that we can bridge the gaps that separate us as people. We can only craft *different solutions* and arrive at *different outcomes* by leveraging the perspectives of *different people*.



For more information, please contact:
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"I have worked with Neil Cerbone Associates in the capacity of diversity education and change management. NCA's creativity and innovation in this area was outstanding!! I would highly recommend NCA in any learning capacity, it was a true partnership."

Dolores Calicchio

Vice President, Human Resources
Global Pharmaceutical Supply Group
A Unit of Ortho McNeil
Pharmaceutical, Inc.

"Dedicated to their craft and committed to surpassing customers' expectations, Neil Cerbone Associates puts heart into everything they do. The drama they created for us added a whole new dimension to our training."

Amy George

VP Global Diversity and Inclusion
PepsiCo

Diverse Solutions

Neil Cerbone Associates offers a broad spectrum of programs and activities that will bridge the gap between people and turn the collective force of your minorities of one into a team of focused collaborators, including but not limited to:

1. **Balanced Strategy and Implementation Plan:** Take the abstract notions associated with diversity and inclusion and transform them into actionable and measurable tactics.
2. **Readiness Snapshot:** A snapshot of the organizational mindset.
3. **Executive Immersion:** What it is all about, what it requires, and why bother
4. **Transformational Launch:** Align diversity with business strategy, heighten awareness and sensitivity, explore obstacles and challenges, demonstrate executive commitment, create stakeholders, and introduce learning opportunities.
5. **Leverage Employee Resource Groups:** Beyond those of measurable minorities.
6. **Mindset Alignment:** Integrate core elements of diversity into all learning, orientation, recruiting and interviewing.
7. **Brand Integration:** Integrate and leverage diversity initiatives that deliver the brand promise
8. **Practical Learning Programs:**
 - *Leading an Inclusive Workforce:* A skills immersion, emphasis on leadership.
 - *Thriving on a Diverse Team:* An awareness and skill program, emphasis on closing diversity gaps through communication techniques.
 - *Enhancing the Diverse Sales Experience:* Sales success through anticipating needs, collaborating with customers, and tapping the diverse resources within the organization.
 - *Inclusion-Driven Innovation:* How to form diverse teams that drive innovation and create competitive advantage in the marketplace.

We set key performance measures for all solutions and structure them around evidence based impact (EBI) to monitor effectiveness at regular intervals.

A Diverse Sample of Satisfied Clients

- PepsiCo
- Johnson & Johnson
- Sovereign Bank
- Ortho McNeill/PSGA
- Bio-Sense Webster



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