Diversity Programs in Organizations

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Part#01

The three companies which are selected for diversity programs are Google, IBM and

Coca Cola. Their year of establishment, number of employees, product line and other features

are discussed in the table below.

Company Name	Google	IBM	Coca Cola
Number of Employees	53,600	379,592	130,600
Year Established	1998	1911	1892
Industry	Advertising	IT	Beverages
Products	151	86	11
Number of Foreign Locations	40	14	22
Union/Non Union	Union	Non union	Union
Chief Diversity Office	Nancy Lee	Ron Glover	John Lewis

Part#02

Diversity Management is the active and conscious development of a process of

acceptance and use of certain differences and similarities as a potential in an organization,

process that creates value to the company, a communicative process management strategically

based on values and oriented towards the future.

The diversity in the company is a reflection of demographic variables, behavioural

cultural attitudes, norms and values existing in a society. The diversity will occur in the company

when the socio cultural characteristics that defines society in which the organization operates, are

reflected in the workforce. This is possible to identify this diversity in the company through the

different group affiliations culturally significantly different, measures their characteristics or observable attributes.

The development and improvement in production depends on how relationships are conducted transcultural, which begins with understanding the true meaning of appreciating demographic and cultural diversity. This is much more than tolerates and deal impartially people of different racial and ethnic groups (Stump, Joshi & Kim, 2015). The true meaning of appreciating diversity is respected, enhance and enjoy a wide range of cultural differences and individual. Therefore, the goal of a diversified organization is that people all cultural backgrounds can achieve their full potential, without being limited by group identities such as gender, nationality or race or religion.

Diversity Programs	Google	IBM	Coca Cola
Cultural Diversity Training	Yes	No	Yes
Employee Relations	Yes	Yes	Yes
Supplier Diversity	**No**	**Yes**	**No**
Enhancing corporate image	No	Yes	Yes
School Speakers Program	No	No	No
Leadership Management	No	Yes	Yes
Workplace Diversity	**No**	**No**	**Yes**
Reducing Turnover	Yes	No	No
Diversity Mentorship Program	Yes	No	Yes
Woman Empowerment	**Yes**	**No**	**No**
Managing The Workforce	No	Yes	Yes
Uncovering Implicit Bias	Yes	No	Yes

Strategically manage cultural diversity is a challenge attitude and paradigms individual and deeper rooted collective: values such as fairness, equality, fraternity, systemic conviction of a borderless organization, not generated or implemented by decree (Barak, 2013). At the tactical level, the organization faces significant challenges to get the diversity of its employees to become an advantage really value the diversity of the workers; balance the needs of individuals to justice for the group; overcome resistance to change; promoting group cohesion; ensure communication open; retain the best employees and manage competition for opportunities.

Part#03

Diversity in the work place is vital as it brings individuals of distinctive races, religion, and culture together in a situation in which they are all attempting to pick up a goal. Much like in normal society, diversity in the work place has numerous advantages and increase toward more prominent else's benefit. In a differing work place there are numerous nationalities and races which when assembled can realize numerous new thoughts and developments into the business and the worldwide economy.

Diversity helps in improving a certain item as more various individuals work together in place for the item to succeed. (For an item to be a genuine accomplishment there must be diversity in the item itself, as well as in the workforce and promoting of it.) This accordingly lets us know that even the workforce and showcasing of an item needs to be assorted with the end goal it should be emotional in increasing overall deal and development (Kabongo, Chang & Li, 2013). The Managing Diversity is not an option. It's a business imperative for any organization that wants to maintain sustained growth in the new socio-economic order. Diversity is understood profiles that differentiate people and have an impact on group behaviour. There are

no visible differences and diversities visible to be managed to enhance their contribution and reduce conflict (Kim, Kalev & Dobbin, 2012).

The organization itself operates with a different organizational structure that distinguishes it from other companies and entities; and which also has seen and unseen features. Their commitment to inclusion of diversity defined by the ability of the company to integrate all human resources for advancing towards common and shared objectives; match the values, structure and corporate objectives with different preferences and needs of its Human Resources. The limits of the company today are in its ability to integrate external agents in achieving the objectives of the organization. It create a relationship of partnership that guarantees the loyalty of its customers, suppliers, shareholders and social agents (Dobbin, Kim & Kalev, 2011).

The organizations that have better managed diversity to gain competitive advantage have helped make these strategies and tactics into action: feature with committed Address to valuing diversity; continuous and programs solid training on diversity; support groups for non-traditional workers; mentoring programs and learning; policies to accommodate the needs various family and communication policies that discourage discrimination. It develops intentionally an organizational culture of diversity systematizing activities and rites that reveal and celebrate cultural differences (Stump, Joshi & Kim, 2015). They use audits diversity to discover their mistakes and blame their managers implantation effective of all these policies and strategies.

Diversity Management is all about integrating the ideas and practice of diversity in the management of day to day processes learning the company and its environment. Business decisions must be taken in an atmosphere of trust, acceptance and appreciation. Traditionally certain business values are promoted to encourage diversity of templates in terms of equity and equality, and obey commands regulators. Also, in response to Corporate Social Responsibility

programs specifically designed to revamp the image of the company in question to certain interest groups (Kabongo, Chang & Li, 2013).

Betting on the implementation of values, policies and procedures that promote diversity and fair and equal inclusion of the workforce is common practice in the company aware of the value of its people, and a strategic imperative of the first order. Programs that promote diversity and inclusion are increasingly common in companies that operate in highly dynamic business environments where constant change and sometimes disruptive, are testament to a strong competitive pressure (Kim, Kalev & Dobbin, 2012).

The desirable business differentiation will be achieved and will be sustainable, only those organizations that deliberately implement practices to generate multiple and dissimilar ideas, and decide subservient to business innovation processes. With such a diverse workforce and customers to whom the company serves, capabilities could be developed, to launch new solutions and imaginative responses to the needs and expectations of business environments increasingly volatile, complex and uncertain.

Results

Diversity Management is clearly something more than diversity as such. The main question is how a company can deal with the diversity actively and strategically. The three companies were selected namely Google, IBM and Coca Cola. They have introduced different diversity programs which are provided above. We can conclude that Google is interested in women empowerment and it is hiring more women in its workplace. Coca Cola is focussing on workplace diversity. It is hiring individuals from different countries and IBM is aiming for supplier diversity.

Diversity is related to the variety of people in all aspects racially, mentally, physically and spiritually. Having a diverse workplace is an advantage to any company. It is what makes a company successful. All multinational and successful companies have a diverse workplace. New ideas and innovations are the just some of the things that arrive from having a diverse workplace. Having many different people form all aspects make for a good advancement for any company. Managing a diverse workplace is just as difficult as managing a workplace with the same kind of individuals therefore you can only gain if you practise having a diverse workplace.

References

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