



Consulting

An inclusive work environment where everyone is respected and diversity is celebrated is a major factor for the success of any company. Experts point out that diversity programs are fundamentally important for creating a culturally competent workforce but that this alone is not enough. In order to be successful, companies should take advantage of the positive momentum created by diversity training and commit to:

- Consistently monitor and be proactive regarding diversity related issues in the company
- Engage the company and its workforce in community outreach

The overall outcome of these two initiatives is a better and more productive work environment. Research shows that companies that focus on such areas perform substantially better and generate higher returns than those that don't. Companies that are known to be good corporate citizens and treat their employees well also have a healthier bottom line. Fostering initiatives that promote inclusion, mutual respect, and a company community that embraces and celebrates diversity improves performance and profits. Community outreach plays an important role in this process, as it enhances the sensitivity and cultural competence of those involved in serving and helping their communities.

How does DAPA benefit your company?

For companies that do not have the in-house resources to carry out these initiatives, outsourcing is an excellent alternative. DAPA Consulting Services offers the leadership necessary to develop and implement programs that create a respectful and inclusive work environment and make your company a better corporate citizen, projecting a positive image to the community.

What DAPA Consulting Services brings to your company?

Internally

- Develop an "Inclusive Company Strategy"
- Assess the overall health of the company in regard to inclusion, mutual respect, sensitivity and cultural competence
- Provide diversity, sensitivity and cultural competency training when necessary for both managers and employees
- Assess instances of potential discrimination that if left unaddressed, could lead to costly litigations and possible lawsuits and recommend proactive corrective measures

- Develop and put in place systems to collect adequate feedback to ensure that employees and managers feel respected and are being fairly treated, without discrimination
- Design and distribute customizable company surveys to learn more about the diversity climate within the company and how employees and managers really feel
- Implement proactive measures to diminish or eliminate possible human relations problems based on bias and prejudice
- Make available a 24/7 hotline for anonymous reporting on discrimination and harassment for all managers and employees
- Offer mediation for conflicts and counseling / coaching to individuals who are having problems on the job

Externally

- Develop a “Corporate Citizenship Strategy”
- Measure the degree of corporate citizenship of the company and the involvement of its employees in the community
- Determine what ways best suit the company in giving back to the community
- Create awareness of community needs with employees and managers
- Evaluate interest of the owners, management and employees regarding cause(s) / organization(s) they would like to get involved with
- Suggest creative and innovative ways for your company and employees to get involved with charitable efforts and in the community in general
- Create employee incentive program with reward and recognition for top community service volunteers
- Check viability of flexible work schedules for employees to volunteer during normal business hours, offering forms and documentation for accountability
- Assess possibility of paid volunteer days
- Analyze feasibility of corporate matching program, in which employer matches charitable donations made by employees
- Design, budget, develop and execute specific outreach programs, company fundraisers for community organizations, group outreach activities, company sponsored / organized community benefit events
- Develop consumer promotions linked to community outreach, where part of consumer spending is donated by the company to the charity of the customer’s choice

The importance of Inclusive Companies and Corporate Citizenship

There are several key issues which dictate productivity and whether or not employees are content in the workplace. Productive employees trust the people they work for, have pride in what they do, and enjoy the people they work with. A great workplace is measured by the quality of four interconnected relationships.

- The relationship between employees and management
- The relationship between employees and their jobs/company
- The relationship between employees and other employees
- The relationship between company and community

Good interpersonal relationship is the primary defining characteristic of the very best workplaces, thus the importance of implementing diversity programs. As companies become great, the division between management and labor fades and the workplace becomes a community. Employees take pride in their job, their team, and their company. They feel that they can be themselves at work. They celebrate the successes of their peers and cooperate with others throughout the organization. People take pleasure in their work - and in the people they work with - in a deep and lasting way. This is a workplace that potential employees will be clamoring to join. Any company that wants to make itself an even better place to work and have high performance employees with less stress and conflict should be aiming for increased levels in three areas which are absolutely vital:

- Openness
- Trust
- Collaboration

An increase in openness, trust and collaboration amongst all staff members in any organization will reap fantastic dividends both in the levels of workplace satisfaction and in the financial bottom line. Attention to interpersonal relationships, diversity issues and community involvement are key factors in this process.

Corporate Citizenship

Being part of a philanthropic effort helps employees feel connected and proud of where they work. 72% of workers say they contribute to charities outside of their companies, and 35% say they are more inclined to work for a company that makes philanthropic contributions. (data provided by careerbuilder.com)
Companies that are community-minded put themselves in a win-win position with:

Employees

- feel pride in their company / management, because it cares for the community
- are highly motivated to work
- take this into consideration if thinking of changing employers
- become more culturally competent

Management

- greatly enhances employee retention
- reduces cost of training for new hires

Customers

- Awareness that the company is involved in helping people and organizations in the community creates goodwill toward the company
- The public image of company is greatly enhanced

Employee Volunteerism

Employee volunteerism is an emerging trend across the nation. An increasing number of companies are supporting and encouraging employee volunteer initiatives in their communities. Companies often help their employees volunteer by allowing them to modify their work hours in order to take part in volunteer activity. Having employees involved in voluntary activities sends a message to the community that the business sector is concerned about community issues. By supporting community, businesses are building the overall health of the

community. In turn, a better business climate is established and the well being of employees and customers increases. Supporting employees who are in leadership roles in the community increases the visibility of the business, strengthening employee morale and the pride employees have in the company they work for.

Benefits often include:

Company

- increases public image and market positioning
- improves relations with community groups, the public and employees
- creates a healthier economic and social environment
- improves employee morale, productivity and loyalty

Employees

- become more culturally competent and respectful
- enhance self-worth and confidence
- enhance interpersonal skills for career growth
- add to a healthier and more fulfilling life

Community

- increase the number of active volunteers
- influx of skilled volunteers
- provide support for needy individuals and groups
- strengthen philanthropic donations

Set your company apart from the competition

By tapping into our extensive knowledge and understanding of diversity related issues and how they can affect your company both internally and externally, one stands to gain the competitive edge in this ever-changing and diverse global market.

By the consistent and effective implementation of our programs and initiatives, your company can create an inclusive and legally compliant working atmosphere - while simultaneously contributing to the overall betterment of both the individual and the entire community. Additionally, becoming a culturally competent organization helps you better relate to the consumer on an intimate level, allowing you to more effectively target that particular market. After all, every market, large or small, local or global, begins with the individual customer. Whether they are an employee or customer, learning to effectively communicate to and with the individual, regardless of race, gender, religion, ethnicity, social status or age, is the best strategy to generating increased profitability and better market positioning within the community. Our diversity consultants possess both the innovative expertise and leadership skills necessary to successfully integrate and bring these aspects to the forefront of your comprehensive corporate strategy.

Contact us to learn more

You can learn more about who we are and all that DAPA offers by visiting: www.DapaDiversity.com or calling 954.340.2115

Contact us for an initial assessment and a customized proposal. Retainers and annual commitments can be agreed upon in order to carry out comprehensive programs and make our services available to your company for extended periods of time.

Contact us online or give us a call to schedule a free consultation to discuss all that we can bring to your company.

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