



Is There Evidence to Suggest Diversity is Important?

BY SCOTT PLUGERS

As companies learn the importance of becoming a global competitor, it has led the way for new research and studies to be conducted in the area of diversity. Entire websites such as www.diversityintheworkplace.ca are devoted to bringing the issues to the forefront.

Diversity! In the workplace is a newsletter provided through the website that talks about the various issues dealing with diversity. Diversity!'s main message is to help companies lead by example within the global marketplace by incorporating diversity in an effective and practical manner. This publication models the argument that executives are still ignorant when it comes to diversity. Its attempt is to encourage leaders and executives to fully understand the importance of diversity.

In comparison, TIME magazine recently wrote an article describing the negative effects of training employees and managers in diversity. The results of several studies indicated that there is little to no effect on the mix of employees when diversity training programs are introduced in companies. It also touched on managers' ability to effectively manage diversity and their traditional views on training. When diversity training is accepted voluntarily by employees and seen as a means to advancing company goals, the success rate is much higher.

Overall, to ensure that diversity assists in the goals of companies with the goal being a competitive advantage in how business is conducted globally, proper training and procedures must be implemented from the ground up and company executives must lead by example. **D!**

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