



INTRODUCTION

Welcome to European Diversity 4 U

Find out what Diversity means for you personally and what you can expect to discover, learn and be able to do:

- Meaning of Diversity
- Implementation
- Consequence
- Involvement

On the following pages, this box will show each of the relevant questions and related services offered by European Diversity Research & Consulting.

Note for the printed version: All of the content has been developed and designed for the purpose to be presented on the Internet. This may cause some texts to appear fragmented or not flowing when read off-line. Please refer to our website on the Internet whenever possible: www.european-diversity.com

1. MEANING OF DIVERSITY

Diversity means different things to different people

Perceptions of diversity vary in accordance with individual perspectives. See for yourself:

- Individual Perspectives
- The diversity of Diversity

European Diversity Research & Consulting explores the various interpretations of diversity and examines the advantages and disadvantages of each.

1.1. Individual Perspectives

PHENOMENON “DIVERSITY”

Diversity describes the reality that people are in many ways different – and in some ways similar. Thus, Diversity stands for individuality. (“diversity”)

ATTITUDE “OPEN-MINDEDNESS”

Diversity embodies our attitudes towards otherness and our awareness of the impact that being different has on our daily interactions. (“valuing diversity”)

How do you experience diversity? What influence does individuality have on the way you deal with others?

1.2. The diversity of Diversity

CORE DIMENSIONS

There are six universally relevant and fundamental factors that people generally cannot change about themselves: ability/disability, age, ethnicity, gender, religious beliefs and sexual orientation. These make up the core dimensions of any diversity initiative.

ADDITIONAL DIMENSIONS

Your company or institution decides the importance it will give to additional diversity factors. Effective categories are: Organisation, Market & Consumption, Work & Employment and Personal & Lifestyle.

We help you or your employer to identify the central issues and taboos, which need to be resolved in order to improve your situation.

2. IMPLEMENTATION

Diversity sees the uniqueness of individuals for what it is - a potential success factor - and makes conscious use of people's differences for the good of all.

Most corporate cultures are strongly influenced by the norms of prevalent monocultures within the company. What fundamental changes are required to ensure that diversity is truly valued in your company?

- New Goals
- Improved Interaction
- New Systems

European Diversity Research & Consulting conducts analyses, identifies areas in need of improvement and provides support during the change process.

2.1. New Goals

Diversity is good for you, your employer and society as a whole. People are different and want to be recognised as individuals. Valuing diversity makes communities stronger. Companies, organisations and governments which foster a culture of open-mindedness, a culture in which differences are actively used, are more successful. Diversity aims to achieve a diverse workforce, diverse customers and diverse societal structures.

What significance do you see in a diverse economy? ... a diverse society? ... a diverse Europe?

2.2. Improved Interaction

Diversity demands respect, acceptance and bias-free communication. Each day we are bombarded with countless images and messages. In an attempt to simplify this complex world we live in, we turn to categorisations, pre-judgements and stereotypes. How often do these assumptions actually reflect the individual realities of your fellow human beings? Diversity aims to avoid these biases through open-minded interaction.

We help you to recognise the mechanisms that disrupt our daily interactions and thereby hinder productive, constructive communication and cooperation.

2.3. New Systems

Diversity needs new content, structures and processes. Our economic and societal systems were established at a time when creating uniformity was the prevailing approach to difference. These systems need to be brought in line with today's reality, reflecting changes caused by, among other things, increasing demographic diversity, cultural change, European Integration, high-tech communication and global mobility. Diversity strives for open, bias-free structures, in which individual performance rather than uniformity is rewarded.

How can Diversity's potential be further developed in the structures and processes within which you live and work?

3. CONSEQUENCE

Diversity ensures that you are valued as an individual and are able to develop your full potential

Through Diversity, former policies of "equal treatment" – treating all employees, customers, citizens exactly the same, regardless of their differences – are replaced with differentiated approaches that are equally fair and appropriate for all ...

- For You as an Employee
- For You as a Customer
- For You as a Citizen

European Diversity Research & Consulting works with companies as well as private and public organisations to initiate changes that benefit all.

3.1. For You as an Employee

Diversity allows for a bias-free work atmosphere in which you can be more productive and unleash your full potential. Your performance and perceived potential determine your salary and career development; not your age, gender, marital status or cultural background. Your personal situation is paid more attention with Diversity (work-life balance).

Does your potential go unused in your current job? Which of your contributions do not receive appropriate acknowledgement? What would help you to be more successful?

3.2. For You as a Customer

Diversity redefines marketing, corporate communication and customer relations. As a customer you receive differentiated treatment. You are not addressed as a one-of-the-same consumer and are not offered uniform products and services. Your individual needs count. You receive individualised customer service. As a result of Diversity your personal preferences are considered regardless of whether or not they reflect the prevailing norms.

Do advertisements address you personally? In which situations do you feel like an “average” customer rather than an individual?

3.3. For You as a Citizen

Diversity leads to a society without exclusion, disregard and discrimination. As a citizen you would benefit from government regulations regardless of your personal demography. Public spending takes diverse needs – both within and outside of the mainstream – into consideration. As a result of Diversity, the State acknowledges each individual contribution to society.

We work together with NGOs and the Public Sector to improve the situation of all members of society.

4. INVOLVEMENT

Contribute to the success of Diversity!

- Question your own pre-judgements, norms, habits and interaction with others
- Question others
- Commit yourself to open-mindedness and respect towards “others”
- Never tolerate discrimination, exclusion, condescension or other biased behaviour
- Never treat anyone as you would like to be treated but rather as he or she wants to be treated
- Inform us of your experiences or observations. Email us at office@europeandiversity.com