

cultural diversity

the existence of a variety of cultural or ethnic groups within a society

In this era of technology and globalization, many companies are making an effort to succeed in cultural diversity in the workplace. There are some very positive benefits that can be had from having a more diverse workforce. Let's discuss some of the amazing benefits to individuals and employing companies:

- Increased productivity
- Improved creativity
- Improved employee engagement
- Improved company reputation
- Wider range of skills
- Improves cultural insights

What is cultural diversity in the workplace? Cultural diversity in the workplace is when companies are open to hiring employees from all sorts of different backgrounds; regardless of race, religion and culture. When companies recruit and retain a diverse pool of people, it brings about different benefits to the company as well as its employees.

Think of the human race as a whole; we are a very diverse species across the globe, with many different cultures, languages and beliefs. Why then, in this age of globalization, should we not focus on ensuring our workforces are just as diverse?

"When employees respect each other and get along in the workplace, it's amazing how productivity increases, morale increases and employees are more courteous to customers."

- Maureen Wild

Cultural diversity can improve productivity levels Do you know that a diverse company can lead to greater productivity? Diversity brings in different talents together, all of them working towards a common goal using different sets of skills.

Cultural diversity can increase creativity A benefit of cultural diversity in the workplace is the increase in creativity among teams, and the ability to have a more diverse set of solutions to specific problems.

Cultural diversity can improve employee engagement What better way to learn about other culture and ethnicity than from colleagues that come from a different background than your own? Forget about researching them online.

Ask and learn them from employees during lunch break or after work drinks. What is the point of having a pool of diverse employees when they do not learn more about each other's lifestyle and culture.

Cultural diversity reflects positively on reputation Another benefit of cultural diversity in the workplace is the positive reputation that the company receives. Companies who recruit and encourage individuals from a wide range of backgrounds generally gain a reputation for being a good employer.

Potential clients often feel more valued and thus give more business to these organizations. A diverse collection of skills and experiences allows a company to provide service to customers on a global basis because the company is able to relate and understand their clients better, and some even on a personal level.

Cultural diversity encourages wider range of skills When companies hire a more diverse workforce from all backgrounds, these employees inevitably bring their own specific skills, that can be often just as diverse.

Cultural diversity improves insights and reduces racism By enjoying a more culturally diverse workforce, it is often found that employees then spend more time in their daily lives with people from cultural backgrounds that they are often never exposed to.

The end result of this is that employees learn new cultural insights and this in turn, reduces negative emotions such as racism, homophobia, sexism and the like.

Why Cultural Diversity In The Workplace Is A Win-Win Teams and companies that make diversity a priority offer a variety of ideas, perspectives and learning opportunities. Diverse employees can bring together their different talents, experiences and various skill sets to come up with creative and inventive solutions. An increase in innovation and creativity among a culturally diverse group can create an esprit de corps and the feeling of positive progress for the benefit of the group and the organization.



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