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On The Move *Diversity News*

Since I have been in the field of diversity, I am more aware of change and my reaction to it. Additionally, I am more aware of how others respond to the need for change, and how their emotions impact their ability to take swift, decisive action. By Leah Smiley.

EXECUTIVE POINT: *Change Isn't Easy*

Our local Super Wal-Mart is being renovated. After years of knowing exactly where everything was, now I must get used to things being in a different location. I, like many other customers I talked to, find this change unsettling. I feel like I can't find anything, which makes me feel helpless.

The new store is more visually attractive, and it is organized more efficiently so that there is less walking for related items. So if the change is good, why am I so resistant to it? This matter gets at the heart of diversity. The nature of diversity is change, and in

order to be successful in change, one must step outside of his/her comfort zone--which isn't an easy task!

Following are suggestions for helping employees deal with the issue of diversity. (1) Anticipate adversity. Accept that it will take time for some people to adjust to change. (2) Emphasize the positive attributes of diversity. Look for success stories and communicate these victories in the employee newsletter, on the company intranet site, and in staff meetings. (3) Help employees navigate through the changes. Provide training, update your employee handbook, and offer reverse mentoring.



TRACKING DIVERSITY

Creating diversity plan objectives and initiatives that can be assessed is one of the most important things that you can do. Simply saying that you planned to hold an event, and you did, is not enough. How many people attended the event? How did this number increase or decrease from previous years? What happened at the event? What feedback did you receive from participants? How did this event impact your business and its customers, or your school and its students? What are your future plans? How do these plans support your organization's overall vision and strategic plan goals? Answering these questions and more will demonstrate the value that you and diversity brings to the organization. So start tracking your work today!

POINT OF VIEW:



Diversity training doesn't work. Here's why.

by Carmen VanKerckhove

The full blog can be found at <http://www.blogher.com/node/20100>.

I believe that most diversity training doesn't work. Why not? Because so many diversity trainers focus on all the wrong things, like:

- **Training people to hide their racism**
Yes, you read that correctly. Many diversity trainers don't push people to challenge their own racist beliefs. Instead, the seminars teach people to be more aware of the non-verbal cues (the fancy word is "microinequities") they send out that may tip others off to their racism. The philosophy is: hide your racism in order to create a more harmonious workplace.
- **Celebrating diversity**
It's much easier to engage in feel-good, uncritical celebrations of diversity and multiculturalism than it is to tackle the complex issues surrounding race and racism. But focusing on "celebrating diversity" only encourages people to turn a blind eye to racism, and promotes the myth that we live in a happy-go-lucky, color-blind world.
- **Making people of color teach white people about racism**
Let's face it: Most diversity trainers aim

their messages at white people and treat the people of color in the room as teaching aides. There's an unspoken assumption that only white folks need to learn about race and racism, and that everyone else should share their stories and experiences in order to help their white colleagues achieve anti-racist nirvana. This approach alienates people of color and makes white people feel angry and resentful. Racism is not just a white problem -- we live in a racist society and all of us have absorbed these racist messages, whether we are conscious of them or not.

INSPIRATIONAL MOMENT

BY RALPH MARSTON

Go beyond what you must do, and do more. That's where you will start to encounter life's richness. Don't settle for just getting by. For you have so very much more to give, and to live. When you've reached the finish line, that's no time to stop. Take a victory lap or two, and delight in the pure, sweet enjoyment of all the good things you can do. Then set your sights on another, more valuable and ambitious goal. Reach beyond what's comfortable and necessary, into the realm of the best that is possible. Just a small extra effort can produce significantly greater results, taking them from ordinary to extraordinary. Leverage your efforts by going above and beyond. When the work is done, take advantage of the opportunity to do more. And quickly put yourself far out in front.



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To ask a question, respond to an article, submit information, or subscribe to *On The Move Diversity Newsletter*, send an e-mail to newsletter@societyfordiversity.org. To submit an article with 250 words or less, send an e-mail to newsletter@societyfordiversity.org. For more information about the Society for Diversity Executives & Professionals Inc., log onto www.societyfordiversity.org.

ORGANIZATION OF THE MONTH:

Workforce Diversity Network

The Workforce Diversity Network has created a model learning community on the subject of diversity. Check out what the Workforce Diversity Network is doing by logging onto:

www.workforcediversitynetwork.com



FEATURED EVENT:

"How to Write a Diversity Plan" Seminar

Get expert help with your diversity plan! Key areas that will be covered include: Presenting the Business Case for Diversity; Using the SWOT Analysis to Assess Your Needs; Ensuring Senior Management Buy-in and Commitment; Legal Risks to Avoid; and Creating a Viable Evaluation Plan. Don't miss it!

September 22, 2009
9:00AM – 4:00PM
The Westin · Indianapolis, IN

Register now at:
www.societyfordiversity.org