

Get Your Organization's Diversity Program on the Right Track—and Earn the Respect You Deserve!

[Download my audio seminar, “Five Secrets You Must Know to Implement a Successful Diversity Strategy and Win the Respect of your Organization.”](#)

Whether you're an HR professional, a Director of Diversity, or an employee who has volunteered to spearhead diversity awareness efforts, you have the power to change the way your organization views race.

- Are your diversity efforts limited by slashed budgets?
- Have your organization's diversity initiatives dwindled in the wake of the recession?
- Does your supervisor or CEO underestimate the importance of diversity programs?
- Is your company's diversity program limited to an annual seminar, an ethnic pot-luck, or a stereotypical cultural celebration?

If you answered “Yes” to any of these, you can benefit from my audio seminar.

There's never been a better time to bring diversity awareness into the limelight and give it the focus it deserves.

In my audio seminar, "[Five Secrets You Must Know to Implement a Successful Diversity Strategy and Win the Respect of your Organization](#)," I teach HR representatives, Diversity Directors, and cultural volunteers how to implement proven strategies for preventing racism in the workplace, promoting cultural awareness and respect, and putting an end to the stereotypes and taboos surrounding corporate ethnicity.

Within this effective, action-oriented guide, I'll provide you with:

- The **5 key strategies** you can use to change the way your organization regards race
- The **3 biggest mistakes** businesses make to sabotage their own success (and how to avoid them)
- **3 easy, effective tips** for you to build credibility as your organization's resident diversity expert

This isn't just another "Diversity 101" course filled with general, politically correct guidelines that promote paralysis instead of action. In my audio seminar, I specifically pinpoint what you can do to cement your status as an authority on diversity and **raise cultural awareness and respect** in the workplace.

During the years I've spent traveling the country as a diversity consultant, I've found that most companies fall into one of the following camps:

- **Don't ask, don't tell:** These organizations seem to operate under the assumption that if they don't talk about how racial issues manifest themselves in the workplace, the problem will just go away. This couldn't be further from the truth. The very act of tiptoeing around race and pretending not to notice cultural differences is in itself a form of racism, and perpetuates the fallacy that differences in ethnicities should be swept under the rug as a "taboo" topic.
- **Clichéd "celebrations":** All too often, I visit organizations whose diversity education is limited to events focused on food and cultural activities, such as a sushi bar to commemorate Asian employees, a Mexican fiesta to promote Hispanic culture, or a series of African-American movies shown during Black History Month. While there's nothing particularly harmful in these activities—and some may very well be fun for employees—they're not enough. When these sorts of activities aren't followed up by real, actionable initiatives for change, they run the risk of turning race into a novelty and perpetuating unhealthy stereotypes.

- **One-time seminars.** Many companies address diversity issues just as they would go down the items on a checklist of regular maintenance needs: “Let’s see, in February we’ve got to replace the conference room chairs, have the windows cleaned, and schedule diversity training.” If your boss’ or CEO’s idea of diversity education is gathering everyone in a room for a one-hour video or a lecture once a year, **it’s time to change their view** using the strategies, tips, and common mistakes presented in my audio seminar.

Who can benefit from “[Five Secrets You Must Know to Implement a Successful Diversity Strategy and Win the Respect of your Organization](#)”?

The secrets, tips, and tricks shared in this call can be applied by anyone who’s involved with diversity education. Whether you’re a diversity director, a volunteer tasked with raising awareness, or an employee who’s interested in promoting racial equality where you work, this will be a productive and enlightening hour. The specific, actionable tips and ideas can be applied to any work environment— from government agencies to schools to non-profits—not just Fortune 500 corporations.

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Congratulations on your efforts toward achieving a more harmonious, respectful, and productive working environment!

Warmly,



Carmen Van Kerckhove