



For Immediate Release
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April is Multicultural Communication Month: What Businesses Can Do NOW to Unite our Increasingly Diverse Workforce

*The United States of America is not a melting pot,
but rather it is a mosaic.*

(Minneapolis, MN) – In a business climate reeling from the impact of recent layoffs, closings, cutbacks, and downsizing, there is little time to focus on “who” makes up the workforce and even less time to implement a plan to focus on “how” they can be united to maximize productivity. Yet, businesses, both large and small, operating within the United States or across borders, acknowledge the benefits of adopting a “mosaic” rather than “melting pot” perspective toward an increasingly multicultural employee workforce; it’s a perspective that *maintains each individual’s uniqueness and, by doing so, adds value to the organization.*

Businesses no longer question the need to unite a multicultural workforce; instead, they *seek effective ways in which their growing multicultural workforces can unite QUICKLY.* quick implementation of complex diversity issues and concepts possible? Not only is it possible, it can also be fun!

Reversing the Ostrich Approach to Diversity: Pulling your head out of the sand *timely answer to the renewed urgency for actionable diversity information.* Presenting five, simple concepts for diversity awareness, the author, Dr. A. S. Tolbert, uses poignant, humorous examples and illustrations mirroring common behavior. “If we can get people to laugh at themselves,” says Tolbert, “much of the initial resistance to breaking stereotypical mindsets vanishes. People immediately become less defensive, more open-minded, and receptive to making a few changes.”

What is the “Ostrich Approach” to Diversity?

Although the image of an ostrich burying its head in the sand is based on myth rather than fact, it is the perfect icon to depict the many avoidance tactics we use to deal with the tough stuff – including diversity. All the running, hiding and avoidance (a.k.a., the ostrich approach) won’t change what’s going on around us.

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Once each concept has been introduced and explained, Tolbert guides the reader through a series of exercises that jump-start individual action. "It's irresponsible to introduce new concepts, suggest that people make personal changes, and then omit the "how to" for accomplishing their new goals," says Tolbert. "The exercises at the end of each chapter reinforce the concept, and give readers a road map to complete the journey I've invited them to take with me."

Dealing with diversity challenges

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schedules. Tolbert's direct approach combines to-the-point information with do-it-now action steps, to immediately set the wheels of change in motion. The result is unifying change leading to improved working relationships and opportunity for increased productivity and profit. Anyone against this concept? Didn't think so...

**Reversing the Ostrich Approach to Diversity:
Pulling your head out of the sand.**

*Five simple concepts you can use now to reap
bottom-line results by honoring diversity.*

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