



CONTACT: Amy S. Tolbert, Ph.D.
Principal
651-636-0838 ECCOInternational.com

BOOK RELEASE

Publication Date: May 2002

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.*

By A. S. Tolbert, Ph.D.

Ostriches? Diversity? Bottom-line results? Who are we trying to kid?

Actually, by incorporating humor throughout the text, we're "kidding" with every reader who picks up this book, but with very serious – and profitable – results. Consider these facts:

- One in every four U.S. Americans is from a minority population (2000 Census)
- Minority population growth will be equivalent to 86% of the total population growth in the U.S. from 2000 to 2045 (Minority Business Development Agency)
- Our marketplace is rapidly expanding on a global scale; in the last 40 years, imports and exports have more than quadrupled with expectations that the trend will continue (World Development Indicators 2001, World Bank).

Businesses, both large and small, can benefit from uniting their growing multi-cultural workforce, while maintaining the *quality* and *value* of each individual. That means learning how to honor diversity so it directly impacts productivity and, in turn, profits.

Reversing the Ostrich Approach to Diversity: Pulling your head out of the sand is a timely answer to the renewed interest for diversity information, and the desire for quick implementation of action. Presenting five, simple concepts

for diversity awareness, the author, Dr. A. S. Tolbert, uses poignant, humorous examples and illustrations that mirror common behavior back to the reader. "If I can get people laughing at

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.

- MORE -

CONTACT: Amy S. Tolbert, Ph.D.
Principal
651-636-0838 ECCOInternational.com



themselves,” says Tolbert, “much of the initial resistance to breaking a stereotypical mindset vanishes. People become less defensive, more open-minded, and receptive to making a few changes.”

Once each concept has been introduced and explained, Tolbert takes the reader through a series of end-of-chapter exercises that jump-starts individual action. “It’s irresponsible to introduce new concepts to people, suggest that they make some personal changes, and then leave them without the “how to” for accomplishing their new goals,” says Tolbert. “The end-of-chapter exercises reinforces the lesson, and gives readers a road map to complete the journey I’ve invited them to take with me.”

Dealing with diversity challenges doesn’t have to take weeks out of people’s already over-booked schedules. Tolbert’s basic, to-the-point information, followed by do-it-now action steps, quickly sets the wheels of change in motion. It’s the kind of unifying change that also brings an opportunity to positively impact relationships, productivity, and profits. Who couldn’t use a little more of that?

###

**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.*

Author: **A. S. Tolbert, Ph.D.**

ISBN: 0-9670291-3-9

Pub. Date: May 2002

Format: 112 pages, 6” x 9”

Trade paperback

Price: \$11.95

