

SOUND OFF

1. Why is workplace diversity important?
2. What steps can a company take to develop a more diverse staff?
3. How does a diverse workforce impact a company's bottom line?

Atlanta business leaders discuss the importance of workplace diversity

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Diversity: Workplace diversity is important because you gain insights and different perspectives necessary in the growth and development of the business. Your business cannot grow and be successful if you operate with tunnel vision. Diversity in the field, with customers, is important because it demonstrates commitment to equal opportunity. It gives my senior clients, who may be isolated and lack exposure to various nationalities, a chance to get a hug from someone who is different from them but cares about them.

Develop: A step to a more diverse workplace includes posting open positions in different forums like networking and social groups, churches and publications that reach a broad population.

Bottom line: A diverse workforce gives you a broader reach not only in attracting customers but in expanding your thinking. It gets me to consider how others perceive me and my business. I don't want the perception to be that we are closed-minded and seeking to serve a limited segment.