

Corporate Diversity Training Series

The NCCJ Corporate Diversity Training Series is designed to help established and emerging leaders gain the skills necessary to make their organizations and communities more open, diverse and inclusive. Participants will be better prepared to be change agents in their own organization through activities and dialogues addressing issues such as: prejudice reduction, cultural competency and current demographic trends.

Conducted by

A human relations organization dedicated to fighting bias, bigotry and racism, the NCCJ promotes understanding and respect among all races, religions, and cultures.



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The Pascall Company provides solutions to meet the strategic human resources and business objectives of Tampa Bay Area companies.



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We Open Minds

The National Conference for Community & Justice
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The National Conference
for Community and Justice-
Tampa Bay Region

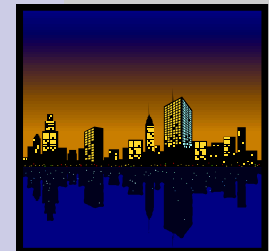
and

The Pascall Company

present

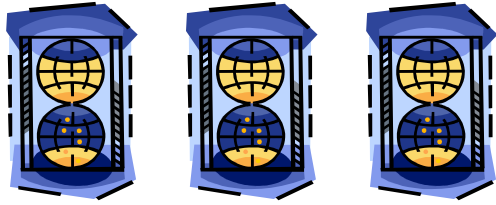
Corporate Diversity Training Series

***An Introduction to Cultural
Competency: Beyond
Political Correctness***



Friday, November 5, 2004

9:00am to 2:00pm



Why Does Diversity Matter?

The diversity of our population is growing rapidly and transforming our labor force. In 1987, 47 percent of new entrants to the labor force were white males. Today, over two-thirds of the labor force are women and people of color, emerging from growing minority populations including:

- 38.8 million Hispanics/Latinos
- 38.3 million African Americans
- 13.1 million Asians
- 4.3 million Native Americans

Understandably, these changes affect present and future employment, consumer markets and workplace efficiency.

A culturally competent workforce is comprised of employees who work effectively in multiple environments with individuals from diverse cultural backgrounds.

The benefit for organizations that commit to increasing their staff's cultural competencies is clear. Employees work together harmoniously, which increases effectiveness and efficiency, reduces turnover and results in a more profitable work force.

Contact us for information on how to bring this workshop in-house.

An Introduction to Cultural Competency: Beyond Political Correctness

This session will introduce participants to the principles of cultural competency training and provide opportunities for them to experience the main concepts through interactive activities and group dialogue.

Targeted Audience: Business Professionals and Managers

By the end of the session participants will:

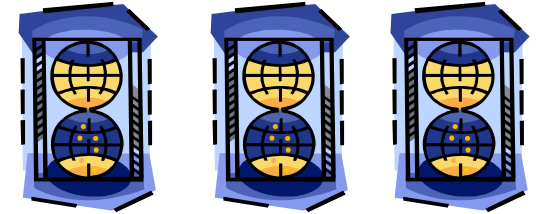
- **be introduced to the concept of cultural competency training and its relationship to general diversity awareness training.**
- **be able to understand the elements and stages of cultural competency.**
- **expand their awareness of cultural assumptions and how their cultural filters affect their interactions with others.**

Date: November 5, 2004

Time: 9:00am to 2:00pm

Cost: \$125 (lunch provided)

Location: The Centre Club
Westshore Wyndham Hotel
123 South Westshore Blvd.
8th floor



Session Information

Schedule

8:30 am Registration Opens
 9:00 am Morning Session
 12:00 noon Lunch (will be provided)
 2:00 pm Adjourn

Registration information:

To reserve a place, e-mail or fax the following information:

Name of Attendee
e-mail Address
Company / Organization
Mailing Address
Phone Number
Fax Number

A confirmation will be faxed or e-mailed to you within 24 hours.

**Payment is due morning of registration.
Enroll Today! Seating is limited.**

Contact person:

Joanne Willis
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