

The Pascall Company  
presents

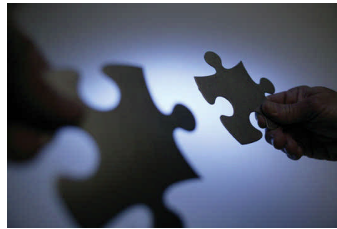
Corporate Diversity  
Training Series

## Understanding Diversity Critical to Your Business Success



September 10, 2007

8:00am—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:

- 35.3 million Hispanics/Latinos
- 34.7 million African Americans
- 11.9 million Asians
- 2.4 million Native Americans

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

One of the greatest challenges facing organizations today is to create and maintain a workplace that is responsive to and respectful of these changing demographics. This is the responsibility of everyone involved, and is an on-going process.

As we become aware of the myths and stereotypes that affect our behavior, we are better prepared to be open to others' perspectives and appreciate the rich differences that exist.

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

## Understanding Diversity Critical to Your Business Success

This one-day session is designed to help participants recognize and capitalize on the strengths of a diverse workplace and its impact on business performance and productivity. Participants will gain an understanding of their responsibility in helping create an environment which positively impacts business performance, fosters respect and understanding, and will allow them to become aware of their personal perspectives on diversity issues and how they affect the workplace.

**Targeted Audience:** Managers and  
Business Professionals

#### Topics covered include

- Changes facing our nation in the area of diversity
- Benefits and challenges of a diverse work environment
- Effects of cultural differences and stereotypes and impact on business performance
- Being a catalyst for change in daily situations

#### Participants will learn:

- To value inclusive workplaces
- To avoid using stereotypes in the workplace
- Culturally acceptable language and behavior
- Improved interpersonal and cultural competencies

Date: Monday, September 10, 2007

Time: 8:00am—2:00pm

Cost: \$250 (lunch provided)

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



## Session Information

### Schedule

7:30 am ..... Registration  
 8:00 am ..... Session Begins  
 12 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

**Deadline for registration—September 3, 2007  
Enroll Today! Seating is limited.**

### Contact person:

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The Pascall Company

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## Corporate Diversity Training Series

The 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



The Pascall Company helps companies define and strengthen their diversity initiatives by helping them create a diversity strategy that effectively communicates and achieves their business goals.

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Driving Performance and Value  
in Human Resources

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