

The Pascall Company

presents

Corporate Diversity
Training Series

Understanding Cultural Competency



Thursday, June 28, 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:

- 38.8 million Hispanics
- 38.3 million Blacks
- 13.1 million Asians
- 4.3 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 Cultural Competency

This one-day 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: Managers and
Business Professionals

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:	June 28, 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
with-in 24 hours

**Deadline for registration June 20, 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 works with business leaders and/ or their human resource team to identify and resolve problems negatively impacting business operations, performance and productivity.

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Driving Performance and Value
in Human Resources

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