



DIVERSITY WORKS!

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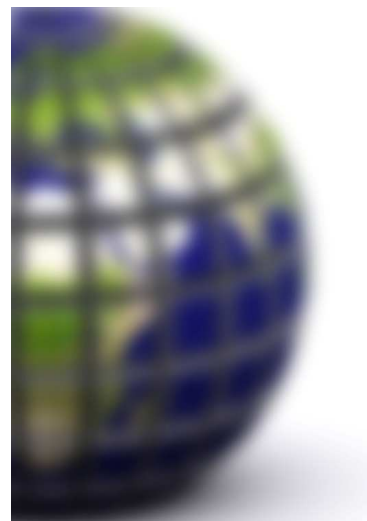
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IS YOUR WORKPLACE WOMEN-FRIENDLY?

UPDATES

Diversity at Work in London Inc. was incorporated in the summer. At the time of writing, we have hired three Business Development Advisors for Latin America and the Middle East. We are very pleased to welcome Marta Pabon Gaitan, Marwan El Nashar and Nabil Ismail. Through their travels, work experience and education, the advisors bring with them incredible knowledge of tapping into these markets locally as well as overseas. As such, they can readily inform you regarding the benefits of ethnic marketing. Moreover, they can provide you with information about social customs and etiquette for these regions. For more information about our advisors, please see our website. We expect to be hiring Chinese and Indo-Pakistani advisors within the month to help you reach these emerging markets. Ethnic marketing will help you reach a wider client base – call us today, so we can show you how.

Our student evaluations have been excellent and we are really proud of the high quality of the teachers we have on board. Diversity at



Work provides specialized and customized corporate training for foreign trained professionals who require extra help with pronunciation, business communications and presentation skills. Our classes strive to give students a better understanding of the Canadian culture and communication. This in turn helps to increase employee confidence and avoid unnecessary workplace conflict.

Furthermore, our language classes have expanded to Toronto and we will be announcing the new members of our Language Instruction team in November. All of our teachers have a university

education, certificates in Teaching English as a Second Language and, most importantly, specialized training in teaching North American English pronunciation. In addition, our teachers undergo criminal background checks to ensure we hire only the best for our clients and students alike.

Currently, our website is being redesigned by Honey Design in London, Ontario. We encourage you to visit it often and take some of the surveys. The information that you provide will help us to build a body of best practices for diversity management. For that reason, we have created a new tag line: “Your Diversity At Work”. You will see our

(continued on page 2)

IS YOUR WORKPLACE WOMEN-FRIENDLY? CONT'D FROM PG 1



“Internationally, women continue to experience a wage gap in comparison to men, and experience unique barriers to their advancement ...”



URL change as well to: www.yourdiversityatwork.com in the coming weeks.

ARTICLE : IS YOUR WORKPLACE WOMEN-FRIENDLY?

Do we still need to be talking about women as an equity group? This question led to a debate that I had with four female colleagues a week ago, when we were trying to decide what topics to chop from an overloaded training agenda. Two of us were adamant that the topic should remain, while the others felt that “women” were facing fewer barriers than other groups.

Regardless of whether you feel that “women” should be in the same equity category as people with disabilities, Aboriginal people, or people of colour, we cannot argue that some facts have remained constant over time. Internationally, women continue to experience a wage gap in comparison to men, and experience unique barriers to their advancement in the workplace, as well as in their overall job satisfaction. Despite the fact that we are living in the 21st century, women continue to face stereotypes and preconceptions in addition to lacking the necessary role models and mentors required for success.

Outlined below you will find many of the best practices listed for women, and discover that they make good, practical sense for making organizations more

inclusive to other equity groups as well.

Leadership

Does your senior management “walk the talk”? Are they communicating a strong business imperative for having women in all levels of the organization? Leaders must be able to articulate how the recruitment, retention and advancement of women contributes positively to a business’ bottom-line. Goodwill messages alone don’t work, as women want to be recognized for the talents that they bring to the workplace. A good leader is one who is able to cultivate a culture of inclusion by supporting diversity through their actions.

Preparing Women to Be Leaders

Taking on a new role in any organization requires preparation. As such, senior management should ask themselves, “*In what way are we preparing women for senior roles?*” Companies need to invest in training programs that will help women obtain the necessary skills and knowledge to become leaders. Studies show that few companies give women the needed practical experience that is required to advance in their career. When women are offered overseas assignments, for example, they are gaining valuable experience in senior project management. Working overseas is considered to be one of the

greatest career enhancers. All of these opportunities prepare and legitimize their role within the organization.

Women-Friendly Programs and Policies

Although many organizations have policies supporting women, they are frequently not used or are under-utilized by women workers. Many women are unaware of the programs and policies that are in place to assist them, or they feel that they will be penalized for using them. With an inclusive organizational culture, both management and employees communicate these policies internally. They understand the business rationale needed to positively impact not only the female workers, but the organization as a whole. Some examples of women friendly programs are: flexible work options; re-entry programs, leave programs, “maternity coaching”, work family responsiveness, on-site daycare and breastfeeding rooms. By scheduling your essential work meetings during office hours, women will find it much easier to balance their double day duties for work and home.

Coaching/Mentoring

Consider the value of hiring an external coach and have the employee choose the individual that they wish to work with. The employee would work on goals and objectives, and have these regularly reviewed. For a full discussion on the benefits of

IS YOUR WORKPLACE WOMEN-FRIENDLY? CONT'D FROM PG 2

mentoring please see the he interview with Lee Anderson in this issue.

Retention

Education, training and experience are important to the retention of women workers in addition to helping them to grow within the organization. Recognizing that many women often feel excluded from traditional networking events, consider offering women the options of memberships in professional women's associations or formulating a women's networking group in your organization. When women are involved in strategic

decision-making they are more likely to buy-in to the organization and feel more committed. Committed and appreciative employees tend to remain at their jobs.

Evaluation

Measuring the results of your initiatives will help you to determine how well your women-friendly policies and practices are working. Here are some areas that you could measure: the retention rates of women at various levels of the organization; the number of women who are making use of some of the women-friendly programs that you have established; who is using them and who is not;

and, what forms of recruitment advertising seem to bring in the most women applicants for senior-level positions.

It is important that we do not lose touch with the fact that there is still much more work that needs to be done with women reaching full equality in the workplace. With continued evaluation of existing programs and input from female employees, business stands a better chance of capitalizing on the talents of this growing pool of workers.

*Evelina Silveira, President
Diversity at Work
in London Inc.*



RESOURCES FOR EMPLOYERS

Wage Gap

<http://www.gnb.ca/0012/Womens-Issues/wg-es/index-e.asp>

Research

Catalyst - <http://www.catalyst.org/> Research on women in the workplace.

Conference Board of Canada - <http://www.conferenceboard.ca/search.asp>. Enter the word "women" and you will receive an expansive list of research articles about women in the workplace.

Networking Locally

London Business and Professional Women's Club (London BPWC)

The Business and Professional Women's Club is a non-for-profit and non-partisan, feminist organization which promotes the interests of working women. It operates within the Canadian Federation of Business and Professional Women's Clubs towards the improvement of the status of women in all phases of society,

especially in business, the professions and industry.

See <http://www.bpwontario.org/public/c-london.php>

Globally

Business Women's Networking - www.globewomen.org/about/aboutus.htm

"Measuring the results of your initiatives will help you to determine how well your women-friendly policies and practices are working."

ASK A DIVERSITY CONSULTANT



Dear Ask the Consultant:

We are a small company without the big budgets that many multinational companies have to spend on professional development to get the organization geared up for diversity and inclusion. Many of the solutions that diversity experts suggest are for large companies, and they are not relevant to us. Do you have any suggestions for non-profits and smaller companies that won't kill our budget?

Searching

Dear Searching:

I whole-heartedly agree with your observation that there does seem to be a gap. There are many things that you can do to embrace diversity and inclusion into your company/organization. You don't have to have a million dollars to do it. It helps if you have a consultant, but there are also many things that can be done on your own, with lots of creativity and motivation. Here are a few suggestions:

- Communicate the business imperative – the reason why you want to go this route. How will it help your company or your non-profit organization?
- Have a diversity and inclusion policy and have

everyone sign-off on it. (There are many diversity policies that you can access for free that can be fine-tuned to meet the needs of your group.) While I support a diversity consultant facilitating this process, it is often not possible for many organizations, so having a policy is better than not having one at all!

- Make sure everyone who is part of your organization understands the diversity and inclusion policy as well as understands what constitutes harassment.
- Provide flexible hours where possible for your employees. This is a great help for parents, experienced workers, people who are looking after elderly parents, and those who need a second job to survive and many more.
- Post your jobs in a variety of media: ethnic, disabled, LGBT, women, mature and youth publications.
- Publish your board vacancies in a variety of media.
- Advertise the languages that your customers/clients can be served on your promotional materials
- Make your website universally accessible.
- Invite speakers from local organizations to raise awareness of the diversity in your community (settlement services workers, people working with persons with disabilities, agencies dealing with mature and young workers etc.)
- Post diversity-related information on your bulletin boards, intranet, e-mails etc.
- Broaden your suppliers to include people from diverse backgrounds in your business.

This is a really good start and the cost and time investment won't break you. However, you must continue to strive to implement more strategies to make your organization diverse and inclusive.

Most of all make sure that as the leader, you are willing to "walk the talk" or your strategy will be out the window before long.

"Most of all make sure that as the leader, you are willing to 'walk the talk' or your strategy will be out the window before long."



Evelina Silveira
Diversity Consultant

ASK AN ELOCUTION INSTRUCTOR

Dear Elocution Instructor,

I have been trying to develop my English skills by trying to increase my vocabulary. The thing is, I am having lots of difficulty in remembering all the words I am learning. I try to keep a little notebook and write down new words, but I just can't seem to recall them at all. This only frustrates me more and makes me feel as though I am not progressing at all. Do you have any suggestions to help me increase my vocabulary and not get so down?

Thanks,

At a Loss For Words

Dear At a Loss For Words,

Your situation is not uncommon at all! You will be happy to know that most second-language learners arrive at this barrier at some point in time. It usually strikes when one is looking to obtain a better position that requires more fluent use of English. It may also begin when you need to pass a specific exam, such as the TOEFL, which a lot of jobs require, if you are an immigrant.

The first step is to look back and see how far you have come from the first day you arrived in Canada. Try to find old textbooks or notebooks and take a look at your writing. Hardly recognizable, isn't it! You will find that you indeed have accomplished a lot. You should be very proud of this accomplishment.

What you may not notice while looking at these old notes is that fact that you used those words on a regular basis. You may have had to learn new words and put them into practice either through speaking and/or writing.

The same must be said for any new words you are learning now. You mentioned that you use a notebook to write down new words you learn, and this is a great step. However, it is just that: a step. You need to follow through with a few more steps in order for the words to "sink in", as it were.

In order to recall and remember new words, write them down. But when you write the word down, try not to write down the dictionary definition to accompany it. This does not impound its meaning into your brain. You could just as easily open up the dictionary for that word to see what it means instead of writing it down.

What you need to do is create your own sentence using the new word. Keep your sentences simple using words you already know and make sure that the meaning of the word shines through. For example, if you were to use the word "impeccable", you could easily write a sentence such as, "*That was impeccable!*" However, the meaning of the word does not shine through here. You could easily substitute the word "slimy"!

A better suggestion would be to write a sentence such as this: *The teacher noticed that Mark's project on New York City was impeccable with detail and colour in comparison to his past projects, which were failures.*

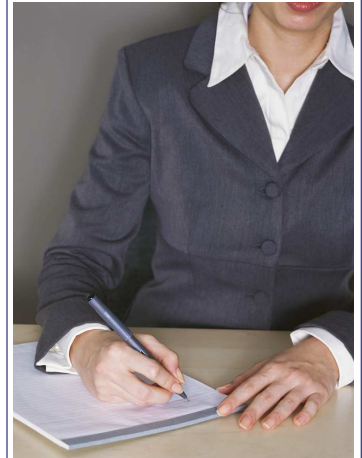
In this sentence, your new word is contrasted with a word that is slightly opposite: *failures*. Usually when something is impeccable, it is almost perfect. In addition, you give vivid descriptions to

highlight the word, such as *detail* and *colour*.

Now that you have created your own sentence using the word, you are more likely to recall it and use it on a regular basis. The challenge for you will be using it in your daily lingo. Think about when you could use the word; perhaps when you've eaten something delicious, you could use *impeccable* to describe how it tastes. Maybe you see an interesting piece of art! Just insert your new word to describe it. Once you have used it correctly in daily speech, the word will be cemented into your mind.

Another option would be to use textbooks that focus on learning vocabulary specifically for TOEFL, for example. They offer great repetitive exercises using multiple choice answers. However, you must still attempt at using these new words in your daily speech or they may be lost once you have learned them. Incorporate any new words into sentences at work, or at home during dinner.

Good luck and remember, time and repetition serve you well in learning new vocabulary!



"In order to recall and remember new words, write them down. But when you write the word down, try not to write down the dictionary definition to accompany it."



*Leah Straatsma
The Elocution Teacher*

LeeAnderson
& Associates

“Although the statistics are improving slowly and surely, women continue to smack up against the glass ceiling in many parts of the corporate sector.”



Lee Anderson

INTERVIEW WITH LEE ANDERSON PRINCIPAL, LEE ANDERSON & ASSOCIATES.

DW: What experience do you have helping businesses start up their mentoring programs?

When I moved to London 4 years ago, I joined my professional association, the Human Resources Professionals of London and District (HRPLD) to increase my visibility and credibility in my new community. One of the projects that had been on HRPLD's to-do list for some time was initiating a Mentoring Program. While I'd never set up one before, I remembered how helpful Mentors had been along my own career path so a colleague and I decided to pull a Nike and “just do it”. Long story short, we set up a pilot project with 17 pairs and today the program is still running and has been used as the template for the umbrella association, the Human Resources Professional Association of Ontario (HRPA). I then set up programs for Fanshawe College's Alumni Association (grads with graduating students) as well as the Hamilton Community Care Access Centre (longer service professionals with new hires) and have consulted with a range of other organizations interested in Mentoring.

How would you define Mentoring?

There are lots of definitions for Mentoring but the simplest is “a supportive relationship between a seasoned individual and a novice” where the Mentee or Protégé is accountable for

drawing out the wisdom they need and/or want and the Mentor is accountable for sharing it ...once asked!

Mentoring is different from but definitely linked to:

Training: a prescribed relationship sharing *knowledge* in preparation for assuming a particular role; no personal connection is necessary

Coaching: a collaborative relationship where the Coach facilitates an individual's self discovery by setting *goals*, enhancing *skills* and achieving *extra-ordinary results*. Mentoring always involves

Coaching but Coaching does not always involve Mentoring

Performance Management: a prescribed relationship where the Manager *measures the contributions* of each individual and team.

What are the essential components of a successful mentoring program?

Employers interested in developing a successful mentoring program should consider:

- Building a business case and engaging senior management...first
- Anchoring the program in the organization's Strategic Plan, Vision, Mission and Codes (Conduct, Confidentiality, Ethics, Professionalism)
- Starting small: don't deliberate to perfection before starting
- Not re-inventing the wheel: there's lot of info out there
- Keeping it simple and accessible
- Drafting Key Competencies as well as Roles and Responsibilities for both Mentors and Mentees
- Building a large pool of Mentors before launching the program so Mentees have a wide selection of potential partners
- Deciding whether to facilitate the match between Mentor and Mentee or allowing the Mentee to self select their Mentor; in my experience, chemistry or fit is very important. Sometimes an external Mentor with a slightly different background can be more helpful than an internal Mentor (e.g. the employee's Manager) with a similar background
- Determining whether the relationships are to be longer term (preferably 1 year) or shorter (less than 3 months doesn't allow for much depth)
- Offering Orientation and Training for Mentors and Mentees
- Formalizing the partnership through a written Agreement between the Mentor and Mentee with goals, frequency, length and mode of meetings as well as key success factors and a performance review
- Generating and sustaining interest in the

INTERVIEW WITH LEE ANDERSON,

CONTINUED FROM PAGE 6

“Recruiting the best person for a role, placing them in the right role and training them to do the right things right strengthens an organization’s competitive advantage and is a wise investment in the future.”

- program with effective communication
- Evolving with the needs/wants of stakeholders
 - Linking Mentoring to HR processes
 - Hiring a co-ordinator: 75 pairs require 1 FTE to oversee
 - Marketing Mentoring as a unique selling proposition (USP) to new recruits
 - Having fun!

In what ways can Lee Anderson & Associates offer businesses help with starting up a mentoring program?

I’m someone who *has* “been there done that” as:

- The Mentee with a succession of memorable Mentors
- The Mentor to a number of people, both HR professionals and small business owners
- The Coach for a number of organizations interested in setting up successful Mentoring program

There is a definite business case for diversity and equity as well as for Mentoring. Recruiting the *best* person for a role, placing them in the *right* role and training them to do the *right things right*

strengthens an organization’s competitive advantage and is a wise investment in the future.

Lee Anderson & Associates

Phone: (519) 668-6566

Cell: (605) 301-6344

www.leeandersonassociates.ca

SAVE THE DATE!

One-day conference: **Supporting Your Diverse Workforce**

Thursday, January 22, 2009

London, Ontario

- learn how to start a diversity committee, the benefits of language support for foreign-trained staff;
- starting up a mentoring program and creating employee alliance networks;
- accommodating employees with disabilities;
- and much more!!!!

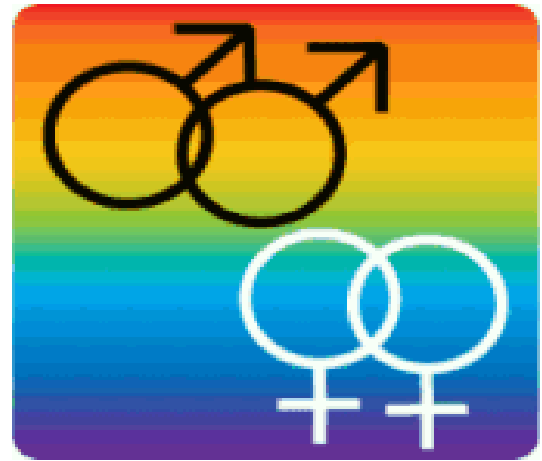
Don’t miss the opportunity to learn from the experts about best practices. Watch for the early bird registration rate.

Contact us at (519) 659-4777 for more information!



ATTENTION NEWCOMERS

**LESBIAN
GAY
BISEXUAL
TRANSGENDER
SOCIAL GROUP**



This is a social group formed at the London Cross Cultural Learner Centre to provide a warm, safe and welcoming environment for LGBT (Lesbian, Gay, Bisexual and Transgender) newcomers. If you are new to Canada, join us to meet other newcomers in the LGBT community for coffee, conversation, education and social activities, peer support, friendship and fun. Our group meets twice a month.

Call for a list of meeting dates and upcoming events.

For further information contact

Joseph at:

Cross Cultural Learner Centre

505 Dundas Street

London, Ontario

Phone: 519-432-1133

E-mail: rainbow@lcclc.org



ccclc

London Cross Cultural Learner Centre

RELIGIOUS AND CULTURAL DATES IN 2008

(Please contact us if you have any special dates you would like included)

This calendar includes only significant dates that fall during the week and that require schedule changes in work.

October 2008

4	Shimini Atzeret	12-20	Navarati
5	Simchat Torah	20	Birth of the Báb
9	Lailat-ul-Qadr	21	Dassehra
12	Eid-al-Fitr		

November 2008

1	Samhain	15	Jnana Panchimi
5	Birth of Guru Nanak Dev Ji	24	Martyrdom of Guru Tegh Bahadur Ji
9	Diwali	26	Day of the Covenant
12	Birth of the Bahá'u'lláh	28	Ascension of Abdu'l-Bahá

December 2008

8	Eid-ul-Adha (Islam)	26	Death of Prophet Zarathustra (Zoroastrian)
25	Christmas Day (Christian)		



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<http://www.diversityintheworkplace.ca>



Diversity@Work
in London

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