



# DIVERSITY WORKS!

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## ETHNIC MARKETING: EXPANDING YOUR OPPORTUNITIES

### Updates

It has been very exciting to see the response from our new website that was launched by the team of Honey Design and Communications in London in November 2008. Check us out at [www.yourdiversityatwork.com](http://www.yourdiversityatwork.com). Our resource section is regularly updated and expanded, so if you have a resource to recommend, please contact us. We welcome our new readers in Germany and the Netherlands. Managing diversity effectively in the workplace has become a global issue, and we are proud to play a role in furthering the understanding of diversity and inclusion.

We have been very pleased to take on a contract with Collège Boréal, a French college in London, to offer placement services coordination for their New Canadian students. We mentor the students and help explain any cross-cultural workplace issues that arise for the employer and the employee. It has also been



a great experience to brush up on my French and to find that those 9 years of my French studies have paid off somehow. Just when you think that you have forgotten everything --- language immersion helps to bring back the vocabulary and the grammar from the far recesses of your brain!

Our conference in January 2009 on Supporting Your Diverse Workforce was very well received by the participants. I would like to thank Lee Anderson of Lee Anderson and Associates; Brad Salavich of Pride At Work; Kim McDowell of OPSEU; Jeanne MacLaws of Assistive Technology Network (ATN); and Leah Straatsma of Diversity At Work. They were a great resource for the participants

and we thank them for helping us make the day a wonderful success.

There are many positive signs that London is beginning to embrace its diverse community. One of these signs is the opening of the London Gay Community Centre. Diversity At Work recently attended a meeting on making London more of a market for gay tourism and business. For information on how your business can get involved, or to be on their list of gay-operated or gay-friendly businesses, please contact Peter Richer at the London Gay Community Centre at 519-432-9336 Ext. 2222.

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*“The Latin American market is a growing market in London and in several regions in the Southwestern Ontario area”*

## ETHNIC MARKETING: EXPANDING YOUR OPPORTUNITIES (CONT'D FROM PAGE 1)

### Article

About 12 years ago, I was involved in an exciting community project that became my first foray into ethnic marketing. On a shoe-string budget, I was to create a parallel program in an existing mainstream and well-established non-profit agency. This program would have a twist though: I would have to sell the existing program to diverse ethno-cultural communities for their children to participate and to recruit diverse adult volunteers to help run it.

This was no easy task. -- I had to “sell” the program to New Canadian parents as well as First Nations and Caribbean communities. In order to attract adult volunteers and parents, I had to make the program sound worthwhile for everyone involved. This meant that I had to spend countless hours researching and participating in different community meetings. I also had to seek people out who were not only very knowledgeable about their communities, but who were also well-respected. In addition, they needed to have

the contacts to help me. Twelve years ago, things were not as organized as they are today.

Sometimes, I would find myself attending an ethnic picnic, speaking from the pulpit, participating in ethnic council meetings -- anywhere that I could find immigrant and visible minority parents. The goal was to completely understand, appreciate, and learn about each community so that I could translate their needs and wants into a program that would benefit their children.

It was clear that a cookie-cutter approach would not work for all of the communities. Furthermore, simply translating the existing brochures into several languages would not do the trick either. I needed to create an ethno-specific marketing plan for each community. In comparison to the vast array of local ethnic media that we have today, there were very few ethnic newspapers and ethnic media to spread the message.

Previously, most of the ethnic media originated from Toronto. Yet these days, London itself

seems to be thriving with ethno-cultural radio programs, television programs, print and internet media. We have come a long way!

The lessons I learned with this project were ones that I could later adapt to ethnic marketing which I would eventually integrate into my own business as well as in a consulting capacity.

I am happy to say that I have purchased and dealt with many of the ethnic media in London for my business promotions. I found the costs to be reasonable and the circulation quite wide. The other part that I really like, is the fact that I am supporting a fellow entrepreneur and often times a New Canadian with a dream to succeed!

The Latin American market is a growing market in London and in several regions in the Southwestern Ontario area. The term “Londombia” has often been used by the local media to describe the emerging Colombian community in London.

### Elocution Classes for Foreign Trained Professionals – Toronto and London

Diversity At Work is ready to help your foreign-trained professionals with customized classes that will build their self-confidence and improve their pronunciation and grammar.

Our teachers are highly qualified in the area of Elocution, with specialized studies in pronunciation and grammar. All of our teachers are multilingual and have a university degree.

We also deliver classes on business communications, presentation skills and cross-cultural communication that are geared toward foreign-trained professionals.

Inquire today, about how you can further capitalize on the skills of your foreign-born employees.



In this issue, we will provide you with compelling reasons why you should consider ethnic marketing for your job recruitment ads in addition to advertising your products and services. We will focus mainly on reaching the Latin American market. Our new Business Diversity Advisor (Latin America), Marta Pabon Gaitan, will offer you some suggestions as to how you can reach these markets.

## ASK A DIVERSITY CONSULTANT

### *Dear Ask the Diversity Consultant,*

I am the Chair of our Diversity Committee and I am getting a bit concerned that our committee is losing its focus and energy. We have been at this for two years now. Do you have any suggestions?

### *Worn out*

### *Dear Worn-Out:*

First of all, I believe that most of the readers can relate to what you are going through. We all remember a time when we were on a committee that seemed to be losing focus and steam. Like

any kind of group formation, you tend to start off very motivated and excited and ready to take on the world, but some months later you might be asking yourself, why am I here? Without knowing or meeting your group, here are a few general points for your committee to consider:

**Team building.** Develop a team building activity to get your group all motivated and working together again. This could be producing a Diversity Calendar, developing a newsletter for your intranet, bringing in speakers to your meetings that can act as train-the-trainers.



### **Celebrate your success.**

Have you been celebrating the successes you have had as a team so far? If not, this is the time to do so.

*(Continued on page 6)*

## ASK AN ELOCUTION TEACHER

### *Dear Elocution Teacher,*

I need some help. My employer is adamant that I take some pronunciation classes. He says my accent is a language barrier. This is very frustrating to me as my first language is English! I am from South Africa, and yes, my accent is different. But I never once thought it would be a barrier. Would you be able to tell me the difference between the two?

Thanks,

### *Flustered*

### *Dear Flustered,*

First of all, how unfortunate that your employer demands you take some pronunciation classes. It sounds to me that your employer may need to follow some sensitivity training classes and be aware of the differences between accents and language barriers.

There are clear differences between language barriers and accents. For one, a barrier is exactly that: a barrier. An accent is an accent. If you watch a movie and hear Anthony Hopkins speaking, you wouldn't think to yourself, "My, what an obvious language barrier!" You would think, "What a suave accent!" and wished you could sound just like him, so strong and eloquent.

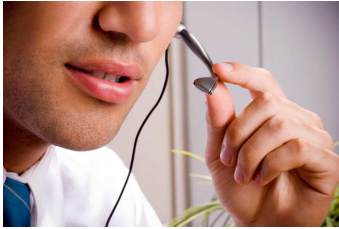
The problem is that many people confuse accents to be language barriers. The reason many people feel this way is because they are not used to hearing that particular accent, which for them can be difficult to understand or place. And because some people end up feeling frustrated that they aren't familiar with a particular accent, they then tend to label

this as a "language barrier". Unfortunately, many people feel that if only some people with "accents" would take English classes their problems would be solved. This, however, is a prime example of sheer ignorance, as many people who do have an accent have English as their first language. Take into account the various accents throughout Canada. When given the opportunity to hire someone from the East Coast of Canada or someone from Pakistan who have the exact same qualifications and are both star candidates, more often than not, some people feel that hiring the Canadian-born would prove to be a better choice as their accent would be less strong, or think that there would be no accent.



*Leah Straatsma  
The Elocution Teacher*

*(Continued on page 4)*



## ASK AN ELOCUTION TEACHER

CONT'D FROM PG. 3

I don't know how many of you have had the opportunity to work with professionals from Pakistan. I have. And let me tell you how eloquent their English accent is. It's probably more English than our Canadian accents are. Now, how many of you have had the opportunity to have a chat or work with someone from Newfoundland or Nova Scotia? Often times, we need to ask East Coasters to repeat themselves because of the multitude of accents they have rolled up into one to create their own. Certainly you would agree that these

then are not language barriers, but accents. It has been documented that accents are difficult to remove or reduce past a certain age (Resource: <http://www.time.com/time/asia/covers/501060626/language.html>).

If you feel that your employees are in need of lessons in order for them to reduce their accents completely, you must know you would be only setting yourself up for disappointment. It is true, however, that certain tools can be applied to help reduce accents, but never

remove them completely. Also keep in mind that hiring people without accents simply to prevent unwanted stress may prove fatal to the success of your company in years to come. With so much rich talent coming into Canada in all fields of work, we need to realise that immigrants are your keys to your future success.

*The Elocution Teacher*

## REACHING THE LATIN AMERICAN MARKET: AN INTERVIEW WITH MARTHA PABON GAITAN, LATIN AMERICAN BUSINESS ADVISOR

### DIVERSITY AT WORK

*“The Latin American community is very diverse. This, in turn, allows you to target more than one market.”*

#### *What is the size of the Latin American Community in London?*

According to Statistics Canada 2006 Census, there were 7,730 Latin Americans residing in London, Ontario at that time. The largest number of Latin Americans are of Colombian and El Salvadorian descent.

#### *Why should a business consider marketing its products or services to the Latin American community in the London area?*

As mentioned above, Statistics Canada shows that the Latin American community is the fastest-growing ethnic group in London. There are so many opportunities to market both products and services within

the Latin American community as it is very diverse. This, in turn, allows you to target more than one market.

Latin Americans have become involved in Canadian life and its society very easily. Colombians like to invest in property and willingly take advantage of the advice of real estate agents and financial consultants. Credit card usage may be new for many Latin American newcomers, but they quickly become accustomed to using them. In addition, many will consider life insurance policies. This is a relatively young population with many seeking post-secondary education or re-training. Communication and technology are a priority. Long distance calls, cell phones,

internet, cable TV, and computers are considered necessities. Moreover, this technology enables them to keep close ties to their family members they may have from their country of origin. Furthermore, music, entertainment and recreation activities are indispensable in their lives. Having said that, the purchase of a vehicle is considered a necessity as well, even for those who may have modest incomes.

#### *What should a business keep in mind, when marketing to this community?*

Be aware of the different cultures within the Latin American community. Do not make assumptions; find Latin American marketing

*(Continued on page 5)*

## REACHING THE LATIN AMERICAN MARKET CONT'D FROM PG. 4

professionals who can help you.

Research is extremely important so that you understand their consumer preferences and avoid stereotypes. Lack of knowledge shows disrespect. Building trust is very important. Be prepared that building relationships takes time.

Be careful to not impose your cultural values on the communities that you are trying to work with.

***How are you able to help a business market their product or service to these communities?***

Previous to working as the Foreign Business Development Advisor for

Diversity At Work, I had a career in the travel and tourism industry in Colombia. I spent many years travelling throughout Latin America. I marketed travel to Colombia in very challenging political and economic times. Marketing travel in a country that has unrest was not an easy task! I became very knowledgeable about the different cultures within Latin America and the differences with consumer preferences. Throughout my career, I have developed marketing strategies, conducted market research, executed global public relations campaigns, coordinated special events and acted as a corporate spokesperson, among other marketing, communications and front-line responsibilities.

As the Business Development Advisor for Latin America, here

are some of the ways that I can help you market within the Latin American community by determining the following:

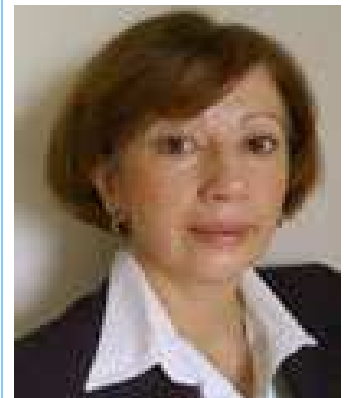
- What marketing strategies and techniques should be implemented in order to reach the Latin American community?
- What are the best distribution channels to use?
- Which type of messages should be included in your advertising?
- Which opportunities could be important to promote products and services?
- What are the consumer preferences among Latin Americans?

***“Be prepared that building relationships takes time.”***

### What countries comprise Latin America ?

North America	Central America	South America
Mexico	Belize Costa Rica El Salvador Guatemala Honduras Nicaragua Panama	Argentina Bolivia Brazil Chile Colombia Ecuador French Guiana Guyana Paraguay Peru Suriname Uruguay Venezuela

**Do you have expertise in marketing products or services to either the gay or lesbian community or to people with disabilities in the Southwestern Ontario region? We would like to hear from you! Please contact us at Diversity At Work, for further information about how we can put YOUR diversity to work.**



*Marta Pabon Gaitan  
Business Development  
Advisor, Latin America*

## ASK A DIVERSITY CONSULTANT

(CONT'D FROM PG. 3)



*Evelina Silveira*  
Diversity Consultant

### Re-examine your goals.

Take a look at your long-term and short-term goals and objectives. Hopefully, you have them! Ask yourself, are all of your goals, long-term? If so, it may be a while before your group realizes the results, and this could cause loss of motivation. What about some short-term goals for your committee? Have you placed unrealistic expectations for yourself and your committee?

### Review your membership and terms.

Generally speaking, two years seems like a reasonable term, although I have heard of high-functioning committees that have three year terms. Try to ensure that you

stagger the new members in, so you don't have everyone leaving or starting at the same time.

### Solicit support from the management.

Are you feeling supported by the management team? If not, it is time to ask them to infuse some energy and support for your committee, by communicating their interest and necessity for the work that you do. Support from the senior management is an integral part of making this work.

### Examine the structure of your meetings.

Are you giving yourself and the other members a good reason for attending them, or are you saddling your members with

administrative details, that seem to go nowhere? Does every meeting have an educational component in which members can take away and implement in the workforce? Have you considered bringing in speakers from outside, or videos or other resources that you can share?

**Plan activities.** Do you have enough activities for your committee to be engaged and stay motivated?

Focusing on these suggestions will surely pave the path to a more vibrant and successful Diversity Committee.

*The Diversity Consultant*

## Ethnic Marketing Notes

### What is the difference between ethnic marketing versus conventional marketing?

- While conventional marketing lumps all people together as one group, ethnic marketing uses the personal marketing strategies that best reflect the culture's, values, beliefs, and norms of the ethnic group you want to target .
- Ethnic marketing is an excellent strategy for addressing the consumer habits of Canada's diverse population.

### Did you Know?

The number of visible minorities in Canada has topped the five million mark for the first time in Canada's history, now representing 16.2% of the country's population. Canada's visible minority population has grown steadily since visible minority data was first collected in 1981. Then, the estimated 1.1 million visible minorities represented 4.7% of the population. From 2001-2006, the most recent census period, growth of the visible minority population was 26.2%, compared to total country population growth of 5.4%. Statistics Canada reports that if current growth trends continue, visible minorities will account for about one fifth of Canada's overall population by 2017.

Seventy-five percent (75%) of recent immigrants (those who arrived since 2001) are visible minorities. South Asians became Canada's largest visible minority group in 2006, surpassing Chinese for the first time. The South Asian group grew by 38 per cent during the census period, reaching nearly 1.3 million people.

Source: [www.canadavisas.com](http://www.canadavisas.com)



Subscribe to the monthly news source about diversity in the workplace at: <http://www.diversityintheworkplace.ca>

**Anti-Homophobia Event in London, Ontario**

If you would like more information, please contact:

London Gay Community Centre "LGCC"  
420 Elizabeth Street  
London, Ontario N5W 3R7  
(519) 432-9336

Email: [londonlgbtcentre@rogers.com](mailto:londonlgbtcentre@rogers.com)  
Website: [www.thelgcc.ca](http://www.thelgcc.ca)

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