



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAE717 – CROSS CULTURAL MANAGEMENT

Unit II – ORGANISATION CULTURE & DIVERSITY

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**Design
Thinking
Curriculum**

Redesigning Common Mind and
Business Towards Excellence



Recall

Influence of culture in International Business Organizations





TODAY'S TOPIC

ORGANISATION CULTURE & DIVERSITY





MEANING

- ❑ Diversity in Organizations refers to the extent to which the members of a unit, such as a group or organization, differ from one another. This includes a very wide range of individual characteristics, although the most attention has been given to gender, race/ethnicity and age differences. Variety in characteristics, such as nationality, culture, education, work, tenure, ability, sexual orientation, religion, values, personality, goals, and many others are attracting attention. The field primarily deals with the consequences and management of individual differences in organizational settings, including work groups and organizations. Its importance lies in the fact that the workplace is becoming increasingly diverse in many countries



BENEFITS OF DIVERSITY





BENEFITS OF DIVERSITY

- ❑ **Increased Productivity:** – A diverse workplace allows for more ideas and processes. This diversity of talent means a broader range of skills among employees, as well as a diversity of experiences and perspectives which increases the potential for increased productivity
- ❑ **Increased Creativity:** – As various cultures and backgrounds work together, the opportunity for increased creativity exists. This is because there are more people with differing perspectives and solutions to problems, allowing for a greater chance of a workable solution to a workplace problem.
- ❑ **Improved Cultural Awareness:** – A diverse range of cultures within the workplace allows companies to deal with the different nuances within a global marketplace. If a company does business with China, for example, having an employee who can speak Mandarin is an asset and can lead to improved workplace relations.



CONTD

- ❑ **A Positive Reputation:** – Companies that have a diverse workplace are often perceived as better employers. Potential employees want an employer who accepts and is tolerant of all backgrounds and who treats their employees fairly
- ❑ **Increase in Marketing Opportunities:** – If potential employees or customers see that a company represents a diverse workplace, it makes them feel like they can relate to the company more. Using advertising that depicts mature-aged, differently-abled, or ethnically diverse people encourages applicants to apply, promotes a positive reputation, increases marketplace awareness, and generates a more diverse client-base
- ❑ **Variety of Different Perspectives:** – Diversity in Organization ensures a variety of different perspectives. Since it means that employees will have different characteristics and backgrounds, they are also more likely to have a variety of different skills and experiences. Consequently, employees in a company with higher workplace diversity will have access to a variety of different perspectives, which is highly beneficial when it comes to planning and executing a business strategy.



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- ❑ **Faster Problem-Solving:** – Companies with higher workplace diversity solve problems faster. Harvard Business Review found diverse teams are able to solve problems faster than cognitively similar people. Employees from diverse backgrounds have different experiences and views, which is why they are able to will bring diverse solutions to the table. Thus, the best solution can be chosen sooner, which leads to faster problem-solving.
- ❑ **Reduced Employee Turnover:** – Workplace diversity is beneficial for employee retention. Companies with a diverse workforce are generally more inclusive of different individual characteristics and perspectives. Diversity and inclusion in the workplace cause all employees to feel accepted and valued. When employees feel accepted and valued, they are also happier in their workplace and stay longer with a company. As a result, companies with greater diversity in the workplace have lower turnover rates. By creating commitment to diversity and employees create a sense of belonging to the company and are less likely to leave.



ASSESSMENT

Organizations that are good at developing relevant capabilities to respond to a changing context are known as

- a. Knowing organizations
- b. Stretch Organizations
- c. Learning Organizations
- d. None of the above

Answer: Option C



SUMMARY

- Diversity – Meaning
- Definition
- Benefits of Diversity



REFERENCE

? <https://legalpaathshala.com/diversity-in-organizations/>

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Thank you...