

Managing diversity strategies

Business



Diversity Management Strategies In the article by Glenn Llopis, diversity management is depicted as a mandatory key to growth, and the authenticity of the strategies employed depict the success of the process. The article develops the assumption that diversity in the modern corporate environment surpasses the tradition perception of the process. Glenn points out that the view of diversity management being a requirement for affirmative action has been surpassed by the need to increase the ability of an organization to address the requirement of an evolving business world (1). For instance, the growth of a brand in the international market is based on how effectively diversity management is practiced. In summary, the article portrays diversity management as a business strategy that requires training to employees in order to increase their ability to align their practices to the diversity requirement in both the external and internal business environments. Key points in the article are on the importance of authenticity in diverse management which requires the shunning of the tradition perception of the practice. Glenn also sensitizes on the importance of diversity management in growth, and how change evaluation is important in creating reliable diversity management strategies (2).

The article is important in the chapter of study in that it addresses the queries on the significance of the approach in the workplace, how to effectively implement the process and how to develop appropriate diversity training techniques. The choice of the article is based on its ability to evaluate the future of diversity management as influenced by mandatory change in the corporate world. I agree with the arguments by Glenn since the article highlights accurate trends in the practice based on trends in diversity management. The article also provides reliable information since it <https://assignbuster.com/managing-diversity-strategies/>

uses case studies of companies that have successfully implemented diversity management strategies.

Work Cited

Glenn, Llopis. Diversity Management is the Key to Growth: Make it Authentic. Forbes. June 13, 2011. Web. April 21, 2015.