

Best buy brings diversity to the geek squad



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Best Buy Brings Diversity to the Geek Squad of the of the Concerned March 29, Best Buys Brings Diversity to the Geek Squad 1. If one considers the current socio-economic trends at the local and international level, they are defined by racial and gender inclusion and the equitable and just distribution of wealth and opportunities. Unlike the things were say 50 years ago, the non-white people and the women today enjoy a considerable stake in the local and international economy and political life. To translate simply, it means that the coloured people and the women in the modern societies have at their disposal, ample regulatory and decision making powers, be it political or economic. Also, the coloured people and women in the contemporary society have an almost equal access to education opportunities and skill enhancement institutions and organizations. In that context, racial and gender diversity has an important role to play in the employees' motivation and training. On the one side it teaches the managers to be respectful towards and sensitive to the needs and expectations of the customers affiliated to the racial minorities and the women. This is pragmatic as these customer segments do have at their disposal, ample buying and decision making power and their choices do have the power to influence the profitability and sustenance of the companies. On the other side, being cognizant of racial and gender diversity issues allows the companies to benefit from the talent of the employees who are coloured or happen to be women. 2. Sensitivity to racial diversity and diversity issues is not something that can be imposed superficially, but rather a skill that is acquired through understanding and awareness. The trips organized by Best Buy's to Memphis for its managers and employees allows them to directly be cognizant of the issues behind the civil rights movement and helps them realistically

understand that how racial inequality was not a natural aspect of life, but a phenomenon that was retained and maintained through systematic political, social and educational exclusion. Such an exposure and awareness not only increase the empathy quotient of the managers and employees towards racial minorities, but also make them more respecting and sensitive towards the customers and colleagues hailing from the racial minorities. This change results into a direct benefit to, and advantage for the business. 3. A diverse workforce help increase the bottom line in a retail company such as Best Buy, because a diverse workforce and employee base is more likely to be proactive towards and responsive to the needs, preferences and expectations of a clientele that is diverse and variegated. A diverse workforce enables the overall company vision towards and perception of the customers to be more holistic and realistic. This assures that the plans and strategies envisaged by the company turn out to be pragmatic and successful. A diverse workforce also allows the company to benefit from a much larger skill pool. In addition it bolsters the overall image of the company as being perceived as being sensitive and tolerant of diversity and variety.