

# Managing a diverse workforce

[Business](#), [Management](#)



Gender, on the other hand, can be motivated by giving women some managerial positions in the organizations. By so doing, they will feel part of the organization. Consequently, they will contribute significantly to the success of the organization (Powell 60).

How does Best Buy's trip to Memphis encourage racial diversity among managers and employees?

The major issue that was discussed during the trip to Memphis was the issue of embracing diversity within the Best Buy's organization. The managers were shown the importance of having gender and racial diversity. They were also challenged to go and ensure that they implement this diversification in their departments. They were asked to go and encourage their employees to be confident of themselves. As a result, Best Buy went and increased the number of females in the management positions. Consequently, out of this move, the company has noted that the revenue from the female customers in about four years has risen by \$4.4 billion (Powell 60).

Why does a diverse workforce help increase the bottom line in a retail company such as Best Buy?

With a diverse workforce, the representation of the various genders and races makes it possible to have diverse qualities that are important to the Best Buy in one way or the other. Therefore, during the decision-making process in the company, it is possible for the organization to have many brilliant contributions from the diverse workforce. These contributions constitute the bottom line in the organization (Powell 60).