

# Programs initiatives essay sample

[Economics](#), [Globalization](#)



## **Programs/Initiatives Essay Sample**

In today's economic environment everything changes rapidly not only the economic indicator but also people's life-style or pattern of consumption. In such a rapidly shifting milieu, creative ideas, knowledge, and innovation are the only stable sources of capital (D. Oliver, "Achieving results through diversity: a strategy for success," Ivey Business Journal Online, vol. 69, no. 4, 2005.) So developing a more diverse workforce can make the business full of creativity and vigour and the most important thing is that creativity and innovation are the indispensable factors in social development of human being. For example the DDBO which is a famous advertisement company in Canada hire people have different cultural background or people have potential and talent in innovation even they do not have high academic qualifications. Under this background DDBO Canada can make lots of excellent works because they catch the key to success which means they totally understand and using that principle: gathering and fostering creativity and innovation faultlessly.

### 2. Tapping a new diversified markets

In an era of the globalized economy, businesses no longer operate in the national base. This is a good opportunity for Canadian company open a global business. As we all know Canada is a country of immigrants that is a natural advantages because foreign-born visible minorities living in Canada have knowledge of and connections to other countries which can be an invaluable asset in accessing overseas markets (R. Trichur, Conference Board of Canada Report. Employment Equity Still Failing Minorities, Canadian Press Newswire, Toronto, Canada, 2004.) Currently more than seven hundred

thousand people in Toronto are of Indian origin, tapping into this community could enable Canadian companies to gain greater access to Indian markets.

### 3. Hiring visible minorities

The demand for skilled labor is very huge in Canada and hire people from other country became a solution. And this solution led to liberal immigration laws that admit 200, 000 new immigrants to Canada each year. About 70 percent of recent immigrants to urban Canada are visible minorities; people of color make up nearly 50 percent of populations in Vancouver and Toronto and are the fastest growing communities in Canada's eight largest cities (J. Y. Yee and G. C. Dumbrill, "Whiteout: looking for race in Canadian social work practice," in *Multicultural Social Work in Canada: Working With Diverse Ethno-Racial Communities*, A. Al-Krenaw and J. R. Graham, Eds., pp. 98-121, Oxford University Press, Don Mills, Canada, 2003.) For instance, RBC Financial Group has ensured that 22% of their workforce is comprised of visible minorities (V. Dugale, "The changing color of Canada," *Our Times*, vol. 25, no. 5, pp. 24-28, 2006.) Similarly, FedEx has a high proportion of visible minorities (almost 7%) in senior management positions. Its staff represents about 19 nationalities at its Mississauga, Ontario headquarters (R. Robin, "Delivering diversity," *Canadian Business*, vol. 77, no. 7, p. 38, 2004.)

Outline and describe a specific activity that can be utilized in a workplace to promote the acceptance of people who are different. For the daily work, our company want to make a relaxed work atmosphere which means employees will not feel too much pressure. For example, we will not make a compartment which is a small space for each employee work. We will try to

built a open space office that accelerate information exchange and improve effectiveness of people. This can make existing employees feel more free to creative new things and make new hires blend in the company more quickly. And in addition, we also want to built a cultural diversity system that can led people make more contribution and have same value in business. For example, we will try to introduce each of the cultrul background that our employees from and hold some events of different countries biggest festival. All of those we mentioned are just want promote the acceptance of people who are different intangibly.