

How Internal Employment Diversity

Positively Affects Performance

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Importance

Workplace diversity only became important once.

- diverse members in companies became contenders for power positions

Different viewpoints bring up more discussion and disagreements which ultimately allow for a

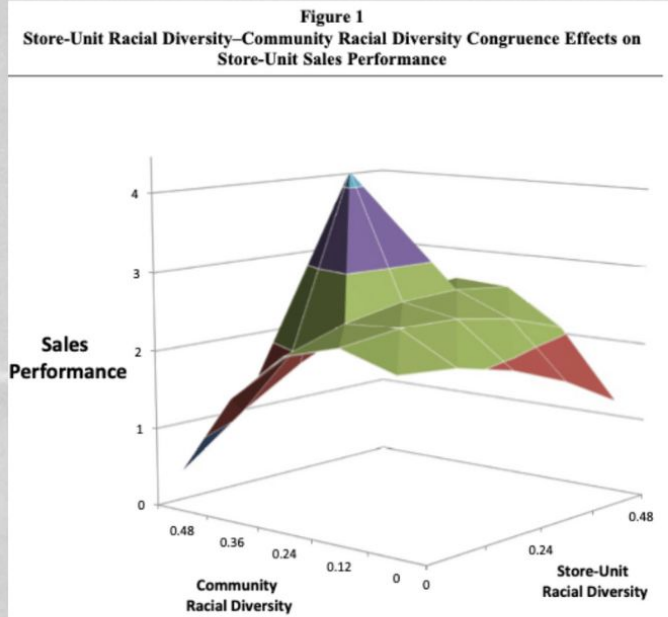
- collaborative workplace that reflects different perspectives.



Importance (cont.)

- Diversity within a company is attributed to increased customer satisfaction
- Diverse teams better understand the needs/values of their customers/market

Consumers value diversity (2003)



$$\text{Blau} = 1 - \sum_{i=1}^k p_i^2$$

Cognitive Diversity Hypothesis

Suggests that multiple perspectives stemming from cultural differences between group or organizational members results in creative problem solving and innovation.



Case Study

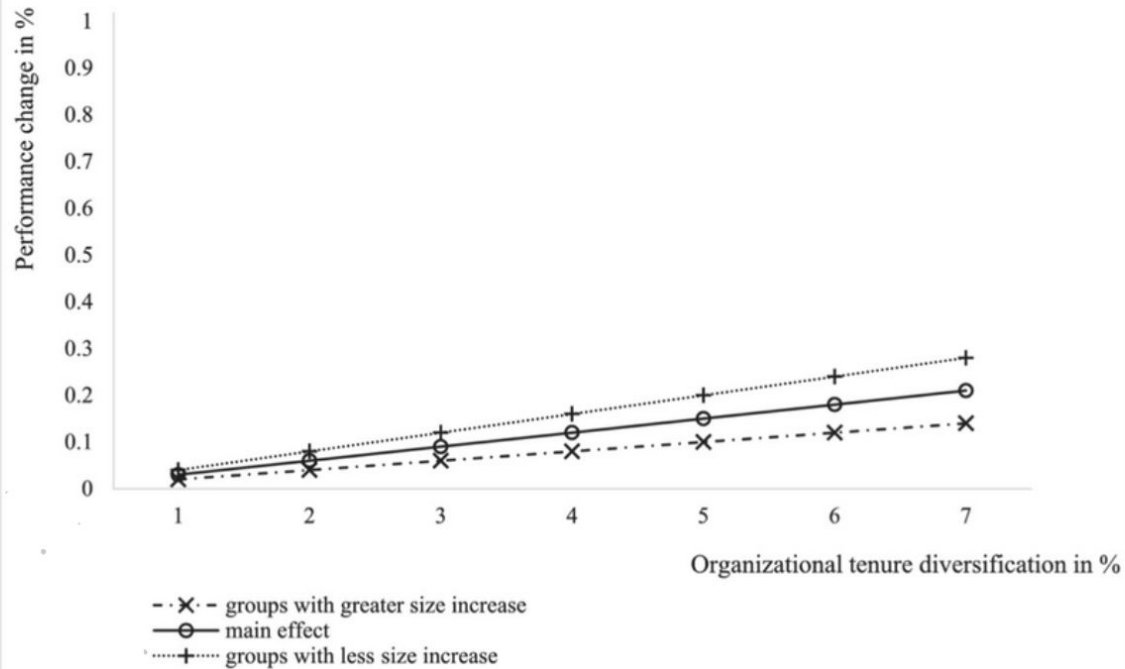
Hypothesis 1

Group organizational tenure diversification is positively related to group performance change such that groups with greater organizational tenure diversification over time will experience less decline in group performance in the same period

Hypothesis 2

Group gender diversification is positively related to group performance change such that groups with greater gender diversification over time will experience less decline in group performance in the same period.

Results



Challenges

- If a group works together for too long without changing or bringing in new perspectives, the benefits of diversity can be lost

Too much or too little cohesion can be detrimental to a team. Too little creates lots of conflict, while too much allows for stagnation and promotes group think

- Can be hard to get comfortable with people who are different from oneself

Solutions

As a manager,
re-form
groups every
so often

Allow groups time to form
and get through the early
group stages (forming,
norming, storming)

Draw ideas
from outside
of your set
group

Make sure that a group has
interconnecting factors
between individuals in order
to avoid rifts forming.

Conclusion

A well managed, diverse team can overcome the challenges of diversity. As stated in the Cognitive Diversity Hypothesis, differences in cultural perspectives creates for a more innovative workplace. The creativity allows for boosted performance and a deeper bond among employees and their work.

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