Diversity

- has many facets
- facets may have cross-influence and interdependencies
- has to be taken respect of in a holistic way as well as in each facets' detail
- has influence on climate, productivity and brand image
- can be seen as intercultural competency
- will influence / define your company's culture

Consciousness of Diversity fosters, as well as requests self-/ leadership excellence!

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- Life Stage
  - Single
  - Newly in love
  - Married
  - Parent
  - Worries about sick family members
  - House Building
  - Divorce
  - Mid Life Crisis
  - Empty Nester
  - Nursing Care
  - Bereavement
- Generation
  - Maturists (* before 1945)
  - Baby Boomers (* 1945 - 1960)
  - Generation X (* 1961 - 1980)
  - Generation Y (* 1981 - 1995)
  - Generation Z (* after 1995)
- Age
  - Young, talented but unexperienced
  - At full pace - experienced, eager and motivated
  - Grey eminence - "The Wise & Experienced"
  - Still productive but at a different pace
- Gender/Sex
  - Masculine/Male
  - Transgender/Intersexual
  - Feminine/Female
- Sexual Orientation
  - Hetero
  - Polyamory
  - Bi
  - Homo
  - Different Preferences
- Personal Stile / Personality Type
  - 4 Elements
    - Air
    - Fire
    - Earth
    - Water
  - Myers-Briggs-Typindikator (MBTI)
    - I-ntroversion / E-traversion
    - I-N-tuition / S-ensing
    - F-eeling / T-hinking
    - J-udging / P-receiving
  - Insights
    - Fiery Red
    - Cool Blue
    - Earth Green
    - Sunshine Yellow
  - Hermann-Brain-Dominance-Model (HBDI)
    - Blue - Analytical Thinking
    - Green - Sequentiell Thinking
    - Red - Interpersonal Thinking
    - Yellow - Imaginative Thinking
  - Comprofiles
    - R-elationship
    - I-deas
    - S-tructure
    - V-alues
  - DISC
    - D-ominance
    - I-nfluence
    - S-teadiness
    - C-ompliance
  - LIFO
  - The Big 5, etc ..
- Taking Action
  - Procrastinator
  - Pre-Crastinator
- Sleeping Pattern
  - A Type "Early Birds"
  - B Type "Night Owls"
  - C "Siesta Type"
- Global Citizens
  - Language
  - Values
  - Culture
  - Education
    - School Degree / Trained
    - Academic Degree
    - Doctors Degree
  - Social System
  - Political Environment
  - Timezone
- Religion / Belief
  - Ethics
  - Habits & Traditions
  - Dress
  - Symbols
  - Holidays
- Diet
  - Vegan
  - Vegetarian
  - "Omnivore"
  - Indigestibility
  - Allergies
- Health Issues
  - Physical
  - Mental
  - Long Time Leave
- Specialties & Neurodiversity
  - Scanner Personality
  - Highly Sensitive
  - Highly Intelligent
  - Hypersensitve
  - Highly empathic
  - ADD/ADHD/Autism Spectrum
  - Physically Challenged
    - Mobility
    - Senses
      - Vision
      - Hearing
      - Speech
      - Scent
  - Mentally Challenged

Behavioral Impact

- **Develop Personality**
  - **Be open** — **Attitude**
  - **Be curious** — **Attitude**
  - **Be aware of own habits** — **Discover, experience, learn - input**
  - **Change perspective** — **See yourself as the one in minority**
  - **Express your needs - NVC** — **Stick with yourself, no judging, no blaming**
  - **Find the good and benefits** — **Attitude**
    - **& never take things as granted**
- **Take active advantage of diversity!**
  - **Reflect a lot and discuss**
    - **Helps avoiding pitfalls**
    - **Builds awareness**
  - **Be clear of your expectations**
    - **What?**
    - **Why ... this Person?**
  - **The "right" person on the "right" job**

Business Approach VALUE ADD

- **How diverse is my customer?**
  - **What do I need to know because of that?**
  - **Do I really know, or do I just assume?**
  - **May I have the answer within my own company?**
- **Identification**
  - **Customer**
  - **Company**
- **Diversity reflects "real life"!**
  - **Look in the mirror**