

Managing Diversity: Building the Business Case

Wednesday, November 29, 1995

Westin Hotel
320 - 4 Avenue S.W.
Calgary, Alberta

9:00 - 11:30 V. Robert Hayles

How Do We Build A Business Case?

Dr. Hayles focuses on building and examining reasons for doing diversity work in an organization. His key areas include personal effectiveness, social change, marketplace demographics, organizational demographics, litigation, fairness, equity and justice, integrity and ethics, productivity, profitability, and overall organizational performance. He reviews definitions of diversity and outlines the key elements for successfully doing the work.

11:30 - 1:30 Jeffrey M. Lipton

Diversity Creates Success — For Everyone!

Jeffrey Lipton presents a clear view of the effects of diversity and its direct correlation with an organization's long-term success. Valuing and utilizing people's differences, rather than trying to mold them into a pattern, is the key to enabling people to be and do their best. Lipton shows that no organization can be successful unless all employees can contribute 100%.

11:30 - 1:30 Hon. Murray Smith

Building Trade Through Education, Tourism and Immigration

Murray Smith believes that exports are developed on three building blocks, those being education, tourism and immigration. Mr. Smith will focus on how those links build long term trading links with overseas markets.

1:30 - 4:00 George F. Simons

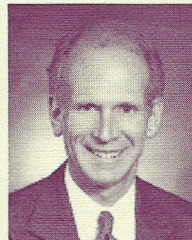
How Do We Know That Diversity Is Working?

Dr. Simons discusses the criteria for successful diversity initiatives, as well as current and future trends in diversity in public and private organizations. His international and domestic cross-cultural consulting and training experience show success, failure and best practices developed, tested and benchmarked by organizations.

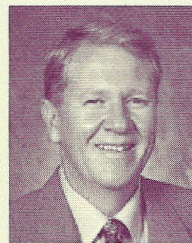
Speakers



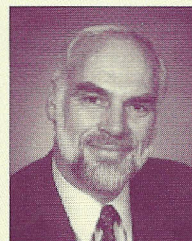
V. Robert Hayles Dr. Hayles is Vice President, Human Resources and Diversity for the Grand Metropolitan Foods (Pillsbury, Green Giant, Haagen-Dazs, Alpo and GrandMet Foods-Europe). He is responsible for leading the Food Sector in diversity work in creating and sustaining an environment for achieving exceptional business results by valuing the contributions of all people. Dr. Hayles has been Manager, Valuing Differences, for Digital Equipment Corporation, and a consultant on diversity to many private and public sector organizations.



Jeffrey M. Lipton Jeffrey Lipton is President of NOVA Corporation. He joined NOVA in 1994 and brings to the company a wide-ranging background in senior management positions in the petrochemical and medical products fields with the DuPont Company. Born and raised in New York City, he received his Masters in Business Administration from Harvard University.



Honourable Murray Smith Murray Smith is the Minister of Alberta Economic Development and Tourism and the MLA for Calgary-Varsity. He has owned and operated a marketing consulting firm and co-founded two oil industry companies. Murray is currently the Vice-Chair of the Government's Deregulation Committee, a member of the Standing Policy Committee on Natural Resources and Sustainable Development and the Standing Policy Committee on Community Services.



George Simons Dr. Simons is Founder and President of George Simons International (California), specializing in gender and cultural diversity. He is an internationally known counsellor, trainer and author whose world-wide clients include The Bank of Montreal, Shell Canada, Proctor and Gamble, the City and County of Santa Cruz, California, Chase Bank, Kraft General Foods, and The Canadian Department of National Defence. Dr. Simons has more than 20 years experience in cross-cultural communication and global management.

Registration Form

Please register me for "Managing Diversity: Building the Business Case" @ \$195 + GST (\$208.65)

- My cheque or money order, payable to the Provincial Treasurer, is enclosed.
- Please invoice me.
- A Direct Purchase Order (DPO) is enclosed.

*Please photocopy a separate registration form for each person.

Presented by Alberta Multiculturalism Commission
301, 525 - 11 Ave. S.W., Calgary, AB T2R 0C9
Phone: 403.297.8407 Fax: 403.297.2785
E-Mail: cgreco@mcd.gov.ab.ca

Name _____

Title _____

Company _____

Address _____

Postal Code _____

Telephone _____ Facsimile _____