

## Our Program

In 1996, the Urban League of San Diego County envisioned the need for a more practical approach to developing a diverse workplace. Diversity Works! began, with changes in attitudes and then related values which grow behavior.

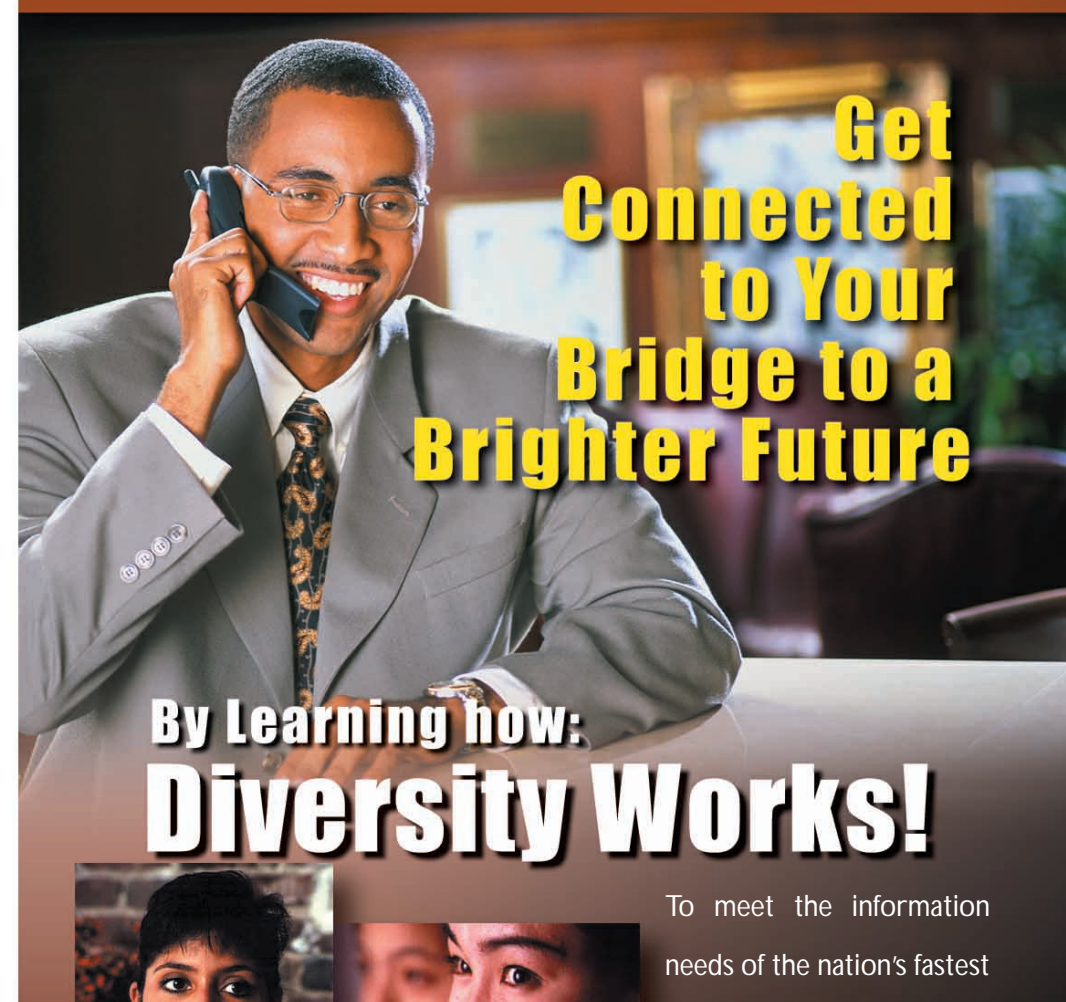
### Tips to Make Diversity Work In Your Business

1. Understand how your current diversity practices impact the perceptions of employees in your organization.
2. Identify your sources of strength and opportunities for improvement, using your employee's perceptions and feedback.
3. Discuss and review current diversity practices from other companies who have implemented this and how they can be adjusted to dramatically change your employees perceptions and your business outcomes.
4. Review how your current benefits and programs are designed and do they meet the needs of a now diverse workforce.

**For more information about becoming a Diversity Works! Partner** or to get connected to a Diversity Friendly Employer in San Diego contact Maurice D. Wilson, Vice President,  
*Business & Workforce Development*  
Urban League of San Diego County  
(619) 266-6244 or email: [diversityworks@sdul.org](mailto:diversityworks@sdul.org).

**You can also visit our Diversity Job Bank at**  
[www.sduljobs.net](http://www.sduljobs.net)

**We Make Diversity Work!**



**Get  
Connected  
to Your  
Bridge to a  
Brighter Future**

**By Learning how:  
Diversity Works!**



To meet the information needs of the nation's fastest growing minority groups, many businesses have taken steps to capture these new and emerging audience segments. Diversity Works! is a part of business that every layer of a company will need to reflect in the markets that they serve.



## The Power of Inclusion

Our marketplace is becoming more and more diverse each day. With this constant change comes new growth opportunities for our nations minority populations as well as for women, seniors and the physically challenged. A diverse workforce is emerging and businesses need to become stronger with regards to this power of difference and inclusion.



Inclusion increases opportunities to reach new markets, improve recruitment and retention and strengthens customer loyalty and the employees commitment and morale. This inturn enhances the market performance and keeps businesses competitive.



## A Case For San Diego

According to research by the Hudson Institute, a nationally recognized social trends think tank, within the next 10 to 15 years, demographic trends, technological advances, and economic globalization will shape the workplace. The U.S. workforce will continue to expand, although at a much slower rate. However, its composition will shift to a more balanced distribution by age, sex and race/ethnicity.

Keeping pace with these changing workplace dynamics while implementing the mandate of our mission to assist African Americans and other underserved people achieve social and economic equality, the Urban League of San Diego County is uniquely and strategically positioned to become your social venture partner through our Diversity Works! Initiative.

## Getting Connected

Diversity Works! delivers far beyond the traditional concept of simply facilitating job placement. Graduates of our workshop for example, undergo behavior modification training developed by Seattle-based Pacific Institute that is presented in conjunction with our award-winning work readiness and diversity training, producing outstanding results. This combination provides the leading job readiness training in the county, resulting in employees who are truly work-ready.

## Diversity Works! A Model For Success

### Orientation

ULSDC conducts monthly employment seminar/orientations around the county to inform potential participants about the benefits of enrolling in our program. These seminars are designed to attract likely candidates to attend a workshop.

### Behavior Modification Workshop (Core)

ULSDC conducts monthly employment seminar/orientations around the county to inform potential participants about the benefits of enrolling in our program. These seminars are designed to attract likely candidates to attend a workshop.

### Diversity Works! Employer Referral

Graduates are referred to Diversity Works! by participating employers. These employers have committed themselves to supporting a diverse workforce and work closely with League staff to ensure success on the job.

