



diversity



# the business of equality & diversity

At WDAD Communications we understand the business and cultural benefits of employing a diverse workforce and want to help you unravel the complex issues surrounding it.

Diversity recognises the strengths and potential of each individual. It broadens working culture so that a variety of thinking styles and life patterns can be accommodated for the benefit of the individual and the organisation.

Pursuing diversity goals opens up new markets and new ideas, attracts new people and creates new networks – leading to increased productivity, sales and profits. It also improves services to communities and customers,

improves relations with the wider public, adds value and improves the image of an organisation.

Growing corporate social responsibility and legislative requirements, such as the Equality Act 2010, mean that equality and diversity is a key priority and as a result WDAD has teamed up with Dr. Waqar Azmi, OBE, of Waterhouse Consulting and formally the Chief Diversity Adviser to the UK Government. We now provide a full equality and diversity service which has the resources, understanding and expertise to help meet your equality and diversity goals, as well as the capacity to deliver extremely cost-effective solutions.

So how can we help you?



# our equality & diversity business services

## Attracting and Retaining the Best People

Difficult economic conditions, changing demographics and the on-going war for talent means that traditional recruitment methods make it increasingly difficult to attract and retain the best people. Embracing differences in background, perspective, expertise and culture is therefore crucial to achieving your business imperatives.

### *How we can help:*

- comprehensive diversity recruitment review & strategy
- positive action attraction campaigns
- outsourced diversity recruitment advisers
- national database of minority ethnic and voluntary organisations
- recruitment events/fair management in diverse communities
- response handling & management.



## Integrating Diversity into Everything You Do – Policy & Planning Solutions

The advantages and benefits of workplace diversity cannot be achieved unless it is incorporated into every aspect of an organisation's objectives and goals. This needs to be backed by effective frameworks that are measurable and produce tangible outcomes, as well as having effective processes for regular reviews and auditing. Many organisations may not have the know-how or tools to do this. Others may have the expertise but not resources, or may require an external impartial view in the whole planning and auditing processes.

### *How we can help:*

- equality & diversity audit and review
- diversity needs assessment
- strategic planning and consultation
- training, mentoring & coaching on planning
- production, appraisal and quality-assurance of equality schemes (applicable to public authorities).

## Interactive Diversity Solutions

Over 70% of all UK households (80% in London) and over 37 million adults (76%) now have access to the web.\* With such enormous, and growing, reach it's crucial that you can communicate effectively over the internet. Our Interactive services complement the breadth of our equality and diversity services and provide a rapid and cost-effective means for you to achieve your diversity objectives.

### *How we can help:*

- diversity web design and development
- online application forms and equal opportunities monitoring systems
- competitor analysis, usability evaluations and online advertising
- online diversity satisfaction surveys and questionnaires.

*\*National Statistics Omnibus Survey, 2009.*



## Communications & Diversity Branding

Advertising, communications and employer branding campaigns, present a crucial opportunity to put the message across, and build the image, reputation and credibility of an organisation among diverse communities and customers. It is crucial that a campaign leaves everyone with the memory of a credible, inclusive and committed organisation, which has the ability and desire to embrace everybody, and to maximise and recognise their contributions.

### *How we can help:*

- race, gender and disability awareness advertising campaigns
- managing search engines, social and professional networking and online forums
- equality & diversity policy awareness campaigns
- effective communication and consultation with diverse communities
- creative communications materials
- employer branding.

## Gaining a Deeper Understanding – Research Solutions

Understanding how to deliver quality products and services to diverse communities requires you to understand what makes them “tick”. This includes finding out about their perceptions of your organisation and the goods and services you provide; as well as understanding the socio-economic conditions and skill base in a particular region.

### *How we can help:*

- research on race, gender and disability issues
- community perceptions research
- organisational staff surveys (online, telephone and/or focus groups)
- concept testing & community consultation.

## Training for Improved Awareness & Performance

Having diversity illiterate employees can be not just costly, but can damage the image, standing and reputation of an organisation, decrease its customers base, create low staff morale and increase high staff wastage. This is why diversity literacy through training programmes, development courses, one-to-one mentoring and coaching sessions should become a core part of your staff appraisal and professional development programmes. Our training programmes use practical and innovative methods to suit your needs.

### *How we can help:*

- equality & diversity training needs analysis/assessments
- equality & diversity training and development programmes
- development and delivery of diversity courses
- training the trainer services.



