

10th

DIVERSITY in the WORKPLACE

Learn how to better utilize and integrate your organization's greatest asset - its people!

April 6 & 7, 2009, Ottawa

who should attend

Senior Executives, Vice Presidents, Directors and Managers in:

Human Resources

Workplace Diversity

Employment Equity

Recruiting & Staffing

Training & Development

Global Diversity

Strategic Planning

Performance Measurement

Cultural Competence

Employee Development

"Gave me a better understanding of what other organizations are involved in and the communication and the commonalities with issues and resolutions."

- Kareima Baksh,
Toronto Community
Housing Corporation

course highlights

- Getting a "green light" from management and gaining buy-in for your diversity strategy
- Fostering a culture of inclusion
- Developing and implementing a diversity strategy to fit your organization
- Interviewing techniques for fairly assessing candidates of diverse groups
- Preparing for an employment equity audit and what to do with the results
- Developing employee resource groups
- Communicating across generations
- Linking policies, procedures and collective agreements to diversity and inclusion
- Measuring and evaluating your diversity plan
- Diversity best practices for deaf and hard of hearing employees

participating organizations

Canada Post

Canadian International Development Agency (CIDA)

CANGRAM International Inc.

Deloitte

Liquor Control Board of Ontario

Ontario Ministry of Community Safety and Correctional Services

The Mattam Group

Toronto Community Housing Corporation

University Health Network

University of Toronto



Course Leader
Maureen
Geddes,
CANGRAM
International
Inc.



Janet Naidu,
Liquor Control
Board of
Ontario



Jane Allen,
Deloitte



Connie
Guberman,
University of
Toronto



Lisa Mattam,
The Mattam
Group



Irma Farinaccio,
Canadian
International
Development
Agency (CIDA)



France
Coulombe,
Canada Post

as well as:

Desmond Gardner,
Toronto Community Housing
Corporation

Samina Sami,
Ontario Ministry of Community
Safety and Correctional Services

Jacqueline Silvera,
University Health Network

FACULTY

COURSE LEADER

MAUREEN GEDDES

Founder and president of CANGRAM International Inc., Maureen Geddes has worked with over 50 organizations in Canada and internationally since 1996 on integrating diversity into business, gender communication, building mutual respect and inspiring personal development. Her background includes the responsibility for diversity and employment equity at a large Canadian energy company.

CONNIE GUBERMAN

Connie Guberman is the Special Advisor on Equity Issues and the Status of Women Officer at the University of Toronto. She is also a professor of Women's Studies at the University's Scarborough campus. She has been responsible for developing critical policies related to equity and diversity such as the Statement of Equity, Diversity and Excellence and the Statement of Commitment Regarding Persons with Disabilities.

and diversity. As founder of the Mattam Group, she has been widely quoted in newspapers and journals. She is frequently featured on television for her perspectives on talent in Canada.

JACQUELINE SILVERA

Jacqueline Silvera is a mediator, human rights practitioner, and diversity and inclusion coach. At present she works as Senior Manager, Workplace Diversity at the University Health Network. Jacqueline has worked for the past 13 years addressing and developing workplace inclusion, anti-discrimination and harassment practices in the public and private sectors in Canada and the USA.

CO-LECTURERS

JANET NAIDU

Janet Naidu is Manager of Diversity Management at the LCBO and holds over 20 years experience in HR Management. She has been instrumental in the creation of the diversity agenda in the corporate strategies at the LCBO through the assessment of its employment systems review and equity provision to the delivery of the comprehensive educational initiative. She also produces their "Working in Diversity" video-based program and oversees the LCBO's Human Rights Policy Program.

DES GARDNER

Des Gardner is Manager, Diversity, with Toronto Community Housing Corporation. He has a rich tapestry of diversity and HR management experience from the private and public sectors, in both Canada and the UK. His positions have included Manager, Employment Equity with the Government of Ontario, Diversity Manager, Ontario for Scotia Bank, Manager Human Capital, Teletch Canada and Senior Manager Personnel, London Borough of Brent UK.

IRMA FARINACCIO

Irma Farinaccio has been working in Employment Equity since 1996. She is the Manager, Corporate HR Programs in the HR Branch at CIDA. When she joined, her first task was to complete the Employment Equity Audit being conducted by the Canadian Human Rights Commission. She has since completed a second Employment Equity Audit in 2007, making CIDA the first department/agency to complete the second round of audits with CHRC.

JANE ALLEN

Jane Allen is a Partner in the Toronto office of Deloitte. She specializes in strategy and business performance improvement and consults to energy clients in Canada and internationally. She is also Deloitte's Chief Diversity Officer, responsible for strategies to ensure a diverse and inclusive work environment across Canada.

SAMINA SAMI

Samina Sami is a senior executive with the Ontario Public Service. Over the past 13 years, she has held diverse portfolios in the OPS. She has led a variety of multidimensional initiatives in the areas of corporate policy and program development, organizational learning and strategic management. She has developed and implemented a range of diversity and equity initiatives with the public sector and internationally.

FRANCE COULOMBE

France Coulombe is the Employment Equity Manager at Canada Post. With her HR colleagues across the country she creates opportunities to raise awareness of employment equity and diversity, seeks support to resolve systemic and other issues that may be barriers to achieving diversity and creates ways to integrate the principles into the overall company strategy.

LISA MATTAM

Lisa Mattam is Managing Principal with The Mattam Group, a management consulting firm based in Toronto that specializes in leadership

COURSE PROGRAM

STRATEGIES AND TACTICS TO GAIN MANAGEMENT BUY-IN FOR YOUR DIVERSITY PLAN

As the economy and workforce keep changing, diversity programs are emerging as a key component to any organization's ability to remain competitive. Understanding the link between diversity programs and profitability and convincing top-level executives of the critical nature of that link can heavily affect a company's overall success. How do you go about building your business case?

- The "nuts and bolts" of how to create a business case for diversity and how to make it a corporate core value
- Getting senior management buy-in for diversity: top-down support
- Allocating resources for diversity
- How to connect the diversity program with other business goals
- How a diverse workforce can bring you clients

DEVELOPING AND ENCOURAGING A CULTURE OF INCLUSION

Diversity is not just having an organization where many different races and cultures are represented. In order to perform well and truly meet client needs, there must be a corporate culture in place that welcomes these differences, embraces diversity and engages the entire workplace. This session will demonstrate how fostering a culture of diversity and inclusion throughout all levels of an organization can provide a company with a significant competitive advantage.

- Building bridges by relating to each other across differences, starting at the senior leadership level
- Creating the values, knowledge and skills to work with diversity via communication and training programs
- Sustaining diversity and inclusion by identifying internal champions and ensuring ongoing commitment and opportunities for resolving conflicts and discussion of diversity issues

DEVELOPING AND IMPLEMENTING A DIVERSITY STRATEGY

The start of any diversity program requires a well developed strategy and work plan. And to ensure that new policies come alive within the organization, special efforts must be made to follow a comprehensive and clear implementation system. This presentation will explore the latest strategies for successfully implementing a diversity plan.

- How to develop a diversity strategy: including securing senior management support
- Key features of a diversity strategy
- Developing an implementation plan
- Taking action: the first steps for implementation

INTERVIEWING TECHNIQUES FOR A DIVERSE WORKFORCE

Selecting employees is a finely tuned process, but even with extensive training and planning, diversity is often left out of the equation. Thus, the selection process offers a much greater challenge when the candidate's values, behaviours, expectations and special needs are different from what you consider to be the norm. This discussion will look at how to understand and accommodate difference and fairly assess candidates of diverse groups during the selection process.

- Preparing for interviews with candidates from diverse groups
- Taking into account candidates' special needs
- Providing appropriate logistics and facilities
- Creating a non-threatening interview environment
- Recognizing and accommodating cultural and other differences
- Applying inclusive, bias-free processes

PREPARING FOR AN EMPLOYMENT EQUITY AUDIT

Early planning for an employment equity audit will go a long way to helping you get through the process. This discussion will detail the real life strategies, negotiations and key things to think about before the auditors get their foot in the door.

- When to use a consultant and for how long
- Relationship of the consultant to the Human Rights Commission: are they plugged into the process and what to do if they are not
- The rules of engagement
- Negotiating with the Commission: balancing business reality with the expectations of the Commission
- Pre-audit preparation: anticipating snags and streamlining the process
- Do you have enough HR support for the audit and what to consider if you don't

DEVELOPING EMPLOYEE RESOURCE GROUPS

Employee resource groups (ERGs) are champions of the diverse groups they represent, fulfilling a multitude of purposes that include serving as an educational and mentoring resource, participating in community outreach and supporting personal and professional development. Employers can initiate an awareness campaign that includes marketing and measuring ERGs, bolstering the effectiveness of these groups and increasing their positive impact on company culture and employee pride. This session will focus on:

- Strategies for employers to support and sustain ERGs
- Creating ERG guidelines
- Benefits of ERGs for employees and employers
- Examples of ERG mission, initiatives and outreach

MEASURING THE EFFECTIVENESS AND SUCCESS OF YOUR DIVERSITY INITIATIVES

It is one thing to plan and implement diversity initiatives, but how do you meet the challenge of measuring the effectiveness and success of your program one, two or five years down the road? Evaluating diversity initiatives and quantifying their results have proven to be a real challenge to both public and private sector organizations. However, measuring the results is not only critical to the credibility of your initiative and for making the business case, but essential for benchmarking growth and developing future programs that positively impact the company's bottom line. This presentation will provide a quantitative approach on how to measure the results of your diversity initiatives.

- Using existing organizational data
- Conducting a diversity survey
- Determining clear and measurable objectives
- Implementing interventions and continuously measuring against baseline objectives
- Making measurement an integral part of the diversity process, not just a check at the end of the initiative
- Integrating evaluations into the ongoing diversity process in order to shape future plans

BRIDGING THE GAP: COMMUNICATING EFFECTIVELY WITH DIFFERENT GENERATIONS IN THE WORKPLACE

Diversity initiatives tend to focus on cultural and religious differences, however one aspect that should not be neglected is generational diversity. There has never been another time in history when so many different generations with such divergent world views and work philosophies have been expected to work together as a team. How can your organization effectively engage and communicate with these generations? This workshop will address what communication skills are needed to harness generational differences in today's workplace.

- Generational perceptions of work ethic and loyalty
- Understanding the influence of management style
- What are the common motivations and turnoffs?

LINKING POLICIES, PROCEDURES AND COLLECTIVE AGREEMENTS TO DIVERSITY AND INCLUSION

Linking policies, procedures and collective agreements to diversity is easier said than done. Failure to do so can result in diversity programs being seen as one-off projects or "flavours of the month" with little relevance. This presentation will highlight diversity best practices at University Health Network and focus in part on its anti-discrimination policies in a unionized context.

- Defining diversity objectives throughout an organization to ensure universal action and acceptance
- Infusing diversity into daily practices and procedures
- Communicating, implementing and monitoring the progress of diversity initiatives

CANADA POST CASE STUDY: DIVERSITY BEST PRACTICES FOR DEAF AND HARD OF HEARING EMPLOYEES

It is estimated that hearing loss is the most ubiquitous chronic health problem in Canada, affecting one in ten, or 2.9 million Canadians. More importantly however, unemployment rates for deaf individuals remain high and unchanged despite growth in the overall Canadian employment rate. Accommodation of hearing-impaired employees still presents a challenge for many workplaces, but increasingly, organizations are seeing the benefit of adaptive measures to be inclusive of employees' needs and differences. This case study presentation will review Canada Post's best practices to include and accommodate deaf and hard of hearing employees in its workplace.

- Collecting workforce data
- Communication strategies for hearing impaired employees
- Relying on modern technologies to remove barriers to participation

MULTIMEDIA PRESENTATIONS

Register for Diversity in the Workplace and we will give you free of charge a CD-ROM comprising the following virtual presentations from recent Federated Press courses and conferences. Presented in their entirety with complete audio and accompanying PowerPoint slides totaling 426 minutes of expert learning, these presentations are an added bonus to this year's course. Bear in mind that these presenters are not necessarily those that you will see and hear at this year's course.

Designing and Implementing Diversity Councils at CIBC

Milé Komlen,
Canadian Imperial Bank of Commerce
(CIBC)
Time: 47 Slides: 15

Employee Data Collection and Analysis

Kami Ramcharan,
Public Service Human Resources
Management Agency of Canada
Time: 53 Slides: 33

Developing and Implementing a Diversity Strategy at the Region of Peel

Laura Nashman & Anubha Mehta,
Region of Peel
Time: 45 Slides: 14

Case Study: Optimizing Diversity Through Strategic Workforce Planning at Export Development Canada

A. Catherine Decarie,
Export Development Canada
Time: 28 Slides: 19

Case Study: Developing an Accountability Framework Around Diversity at KPMG

Mary Fitzgerald,
KPMG LLP
Time: 42 Slides: 8

Clinic: Building Cross-Cultural Competence In A Global Organization

Laraine Kaminsky & John C. Dorland,
Graybridge Malkam
Time: 98 Slides: 8

How to Recruit and Retain a Diverse, Well-Qualified Workforce

Dana Beljanic,
Manitoba Hydro
Time: 32 Slides: 24

A Two-Way Street: Tips for Integrating Internationally Trained Professionals into the Canadian Workplace

Marni Johnson,
Workplace Communication & Diversity Inc.
Time: 38 Slides: 33

Breaking the Law: Going Beyond What is Legally required

Mark Amorosi,
City of Hamilton
Time: 43 Slides: 28

Audio/Video segments clickable slide by slide
Papers and overheads also included
Print any of the material for your own use



Registration: To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

Location: The Westin Ottawa, 11 Colonel By Drive, Ottawa, ON, K1N 9H4

Cost: The attendance fee for the course is \$1825 per person and covers attendance for one person and the lecturers' presentation material. The fee further includes lunch on the first day, morning coffee on both days and refreshments during all breaks. You may purchase a Proceedings CD-ROM containing edited actual proceedings and materials from the course.

Time: Course registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at noon.

Cancellation: Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to March 24, 2009. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

Discounts: Federated Press has **special team discounts**. Groups of 3 or more from the same organization receive a **10%** discount. Groups of 7 or more from the same organization receive a **15%** discount.

Payment must be received prior to March 31, 2009

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