



THE DiversiPro Coach



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Innoversity Summit 2009 – A Canadian Industry Shares Successes and Lessons On Diversity and Inclusion



**Metro Toronto Convention Centre, Toronto, Ontario, Canada
March 9 to 10**

On March 9 and 10, the annual Innoversity Summit will be in session. This unique event is the level playing field where everyone, from media CEOs to students, gather to exchange ideas, challenge conventions and inspire new thinking on diversity and innovation. With a thought-provoking lineup of workshops, panels, speakers – and loads of networking – this unusual event attracts hundreds of media professionals as well as members of the cultural, public service, corporate and not-for-profit sectors. Author Malcolm Gladwell (*The Tipping Point* and *Outliers*) is one of the many who have praised the Summit for the warmth and sense of community that it offers to all participants.

DiversiPro is pleased to sponsor the Summit and, on March 10, will present a leading-edge roster of speakers and management training workshops on diversity, inclusion and cultural competence aimed at managers from ALL sectors and organizations. To register for the DiversiPro Management Series, [click here](#).

Send your comments to info@diversipro.com. Editor: Jacqui DeBique



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The evolving nature of diversity calls for
the DiversiPro Approach. Learn more at
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Media and Diversity



Paul Lewis
President & General Manager,
Discovery Channel, Canada

My significant involvement with Innoversity began about five years ago when I became President and General Manager of Discovery Channel. The job came with a responsibility that I took very seriously. I wanted to ensure that Discovery maintained its leadership position

in the industry – not just in terms of programming, technology and ratings, but also in its policies and strategies. I was persuaded by **Hamlin Grange** and **Cynthia Reyes**, owners of DiversiPro, that increasing diversity should be one of my top priorities. They are true leaders in the diversity field and I wanted to learn from them. After all, Discovery is a science-based channel and millions of years of evolution have clearly demonstrated that only species that diversify will thrive and survive. So it became clear – diversify or die!

Technology has produced new content platforms and raised the public's expectations about what they consume—what content they access and when they access it. This means we need to reach out to every segment of our audience to ensure a richer, deeper and more individual experience. A more

diversified workforce allows us to be much smarter in making and maintaining these connections.

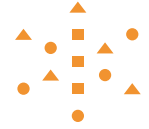
The media is extremely influential and open to influence. It needs to reflect changing realities to stay relevant and credible. And while it is adapting to changing demographics, this takes time. I believe public concern and increased oversight in the wake of industry consolidation has actually resulted in more diversity initiatives and a greater commitment to broaden the range of editorial voices.

Any kind of change becomes even more difficult during tough financial times when the primary focus for business is short-term survival and cost savings. Executives need to consider long-term needs and how a more diversified company can help position the business for greater growth and strength when the good times return. Students entering the business need to adapt as well—understanding how the industry is changing and being much more strategic and proactive in seeking where the growth and opportunities exist. They need to communicate clearly to hiring managers what advantage they bring beyond the immediate needs.

Media is unique with tremendous competition in a dynamic, fast-changing environment. This can lead to short-term strategies and a focus on immediate results. Diversity strategies require a long-term commitment and vision. I think the biggest shift over the years is an understanding that diversity and inclusion strategies aren't just about what is right and just, but that there are huge, tangible

benefits to an industry that thrives on creativity and developing fresh and innovative content.

Innoversity is an organization, a way of thinking and a summit that connects industry leaders, producers and students to create opportunities, stimulate new ideas and challenge old thinking. There's nothing like it anywhere in the country. It may even be unique in the world. It's an incredibly stimulating and inspiring event that celebrates our successes and pushes all of us to do more and work harder.



Media influences all sectors and all people. In theory, it's a mirror of our world, a reflection of us. This year's Innoversity Summit looks at how technology and Canadians' expanded worldview have both aided and challenged the media industry's efforts to reflect, connect and entertain.

DiversiPro Management Series – The Human Side of Diversity and Inclusion

When Like Attracts Like

Social identities are so important to people that they will work to enhance the status of the social groups to which they belong in order to maintain a positive self image. And, when people are asked whether they'd like to spend time with someone whose attitudes and values are similar or dissimilar to their own, they almost always select the similar over the dissimilar person.

These are some of the research findings of organizational behaviour expert Dr. Alison Konrad of the Richard Ivey School of Business (University of Western Ontario). This session addresses the very human reasons why being inclusive can be so challenging – and how to overcome natural barriers to diversity and inclusion in the workplace.

Mentoring – Partnering Across Difference

Mentoring someone from a different “culture” (age, religion, ethnicity, sexual orientation or other differences) can be challenging – and very rewarding. Join Dr. Konrad and Cynthia Reyes, DiversiPro change management specialist, for their highly acclaimed interactive seminar on the important role of mentoring and reciprocal mentoring in invigorating organizations. Special guest Derek Lett of the Ontario Public Service Diversity Office will share his office's experiences in implementing a reciprocal mentoring program in the OPS.

Heighten Your Cultural EQ

Leading diversity consultant and educator Dr. Billy Vaughan of Diversity Training University International in California leads an interactive workshop on managing the conflicting emotions that can help—or harm—diversity and inclusion initiatives.

Resistance to cultural diversity initiatives challenges the most seasoned leader. One reason is that diversity leaders lack the skills to manage emotional reactions to cultural diversity programs. Enter Cultural EQ. A cross between cultural intelligence and emotional intelligence, it is the ability to manage emotional responses to cultural differences. The skill is a culmination of comfort with conflict and ambiguity, deep listening, monitoring emotions and establishing trust. Getting others to fully embrace diversity and inclusion requires capturing their hearts and minds.

Lean into Discomfort

Talking honestly about cultural diversity inevitably leads to disagreement on many issues. But emotional discharge is your friend. Lean into your own discomfort when employees give you the gift of being honest and forthright. This is a critical skill that prevents you from being derailed when people become emotional.

Establish Trust

When people can safely speak their minds among others who are listening attentively, they will engage in deep levels of conversations and critical thinking about inclusion. Skilled leaders create safety and trust in order to support employees as they grapple with diversity and seek the wisdom needed to become more inclusive. Their Cultural EQ supports organizations struggling with hot cultural diversity topics and insensitivity. Increasing one's Cultural EQ is imperative to prepare for emotionally charged discussions in safe settings facilitated by a calm, learning-focused, emotion manager.

