

Mostofa Ali

1921262

Lecturer: Charle's Nimoh

**Module: Personal Career
Development**

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Task 1

**Case Study: Diversity and
inclusion.**

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Introduction to case study and assignment question:

The case study I have been given, discusses the benefits of diversity and inclusion in the workplace. The balance that diversity and inclusion, the positive effects on worker's but also the impact it makes is on the business itself. The case study has mentioned three of the important effects that diversity and inclusion has on the business such as talent, market competitiveness and corporate reputation.

For this assignment I have decided to choose to answer the following question: **What is your view in 'diversity and inclusion' in the work place?**

In order to answer this will firstly define the meaning of diversity, and also the meaning of inclusion. I will then go onto discuss the three core business benefits mentioned in the case study such as talent, market competitiveness and corporate reputation. I will also include my opinion on the question, and come to a conclusion. I have also included reference's.

Diversity and inclusion defined:

I would first like to look at the word diversity and its meaning. Diversity is “the fact of many different type’s of thing’s or people being included in something, a range of different thing’s or people”. **Cambridge Dictionary February 2021.**

The next meaning we need to examine is Inclusion, Collins Dictionary February 2021 defines inclusion as “ the act of making a person or thing part of a group or collection”.

Diversity, inclusion can lead to a variety of different perspective’s, increased creativity, higher innovation, problem solving, better decision making, increased profit, and employee engagement.

Beneficial impact of Diversity and inclusion on Talent:

Employer's having a variety of workforce, different employees. Employee diversity could range from age, ethnicity, gender etc. The beneficial impacts of having diversity and inclusion in the workplace mean's many different people with all type's of background will work for a particular business. The benefit's of this would be there will be a variety of skill's, creativity, innovation, problem solving skill's. Also there will be more productivity due to higher employee engagement. Diverse background of employee's lead's to a variety of ideas in the workplace, which can improve the workplace.

Beneficial impact of Diversity and inclusion on Market Competitiveness:

The beneficial impact of diversity and inclusion on the market is new and enhanced product's and service's. "Workplace diversity also makes your company look more interesting. Finally, if you present a diverse workforce, you will make it easier for many different people to relate to your company and your brand, opening doors to new markets, customers and business partners." **Anja Zojceska Article 2018**

Beneficial impact of Diversity and inclusion on Corporate Reputation:

Business also are responsible for social inclusion, to increase business market and growth. This is important to retain customer's and employee's. "Workplace diversity also makes your company look more interesting. Finally, if you present a diverse workforce, you will make it easier for many different people to relate to your company and your brand, opening doors to new markets, customers and business partners." **Anja Zojceska Article 2018**

Conclusion:

I must say I have to agree with this statement that creating a diversion and inclusion in the based working environment can create a variety of perspective's, increased creativity, higher innovation, problem solving, better decision making, increased profit's, better employee engagement which can make a company extremely successful. I believe this can effect positively talent, market competitiveness and corporate reputation.

Reference's:

-Cambridge English Dictionary
February 2021, diversity meaning.

-Collin's Dictionary, February
2021, inclusion meaning.

-Anja Zojceska, culture and
people, workplace diversity,
December 2018