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## **The Importance of Diversity at Workplace**

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### **The Importance of Diversity at Workplace**

Workplace diversity implies that organizations embrace employees from different backgrounds and skills. Organizations that have embraced workforce diversity are open to different characters and perspectives. Here, there are workers of all gender, color, age, ethnicity, physical ability and religious beliefs who work towards a common goal. Valuing individuals with different characters is a significant asset in the organization. Increased productivity, creativity, cultural awareness, marketing opportunities, and positive reputation are some of the importance of workplace diversity.

Organizations should focus more on ideas and skills brought in by workers that aid in increasing productivity. Productivity in the organization can only be increased when there is a wide range of skills among the employees. Sakdiyakorn & Wattanacharoensil (2018) observed that workers from different backgrounds and skills have different perspectives that aid in solving problems at the workplace. Also, workers from different backgrounds and skills combined to aid in effective decision-making make an organization move to greater heights. Therefore, diversity at the workplace is important to the organization due to better problem solving and more ideas brought in by such workers.

There is more creativity in a diverse working environment. This is because there are more ideas and processes taking place in the organization. Employees will often be motivated to come up with new inventions when their colleagues are doing better. However, creativity mostly becomes effective when employees are awarded. The talents in the organization mostly exist when there is a wide range of employees in the firm. A diverse team will always develop original ideas crucial for obtaining organizational goals (Sakdiyakorn & Wattanacharoensil, 2018). However, these diverse ideas only become effective when implemented to achieve a specific

objective. Hence, employing workers from different backgrounds aid in the availability of more creativity crucial for an organization's growth.

Companies that operate in environments with diverse cultures ought to recruit employees from different cultures. In regards to this, they will have an easy time dealing with various cultural nuances to remain effective in the global marketplace. For instance, a United States-based company operating in China should recruit Chinese nationals and other employees from different cultures to meet the cultural expectations of that region. Besides, there are some hidden cultures of certain communities that the company might be violating unwillingly. Consequently, language barriers can exist between the employees of a given organization and their region. Therefore, embracing workplace diversity is an essential solution to all these problems.

Organizations that have employees from different backgrounds often attain a positive reputation. Employees regard the organization as the best since it considers all of them irrespective of race, color, religious belief, among others (Mateescu, 2017). Productive employees will always consider organizations that tolerate their perspectives and background. Companies that have gained positive reviews from employees get better ones in the future and thrive in the market. Besides, societies disregard organizations that show no human to employees, thus reducing their chances of success in such regions.

Significantly, an increase in marketing opportunities is the aim of every profit-oriented organization. The opportunity can only be improved when an organization has employees from diverse backgrounds. Customers and employees would only like to associate with firms that embrace a diverse workplace. For example, when recruiting employees, firms that use posters depicting various age groups, ethnic groups, and persons of various disabilities encourage productive employees to apply (Mateescu, 2017). Also, employees from different cultures can

increase the marketing opportunity for the organization in the communities they come from.

Hence, the organization stands a high chance of being competitive in all most markets places.

Therefore, diversity in the workplace is crucial for increasing marketing opportunities.

### References

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