

The Case For Diversity Training

The main benefits from diversity training are:

- ◆ The diversity friendly workplace contributes to an overall positive and friendly atmosphere. Trained employees will create a positive experience for your customers.
- ◆ Good customer service includes an understanding of diversity issues so that customers are not unintentionally treated unkindly.
- ◆ You will keep up with your competitors who are diversity-trained and attracting those customers that purposely seek out diversity friendly businesses.
- ◆ Participants can proudly display a colorful “Bedford Welcomes Diversity” window decal (as seen on the front of this brochure).

Your Time Commitment

Training will take about 60-90 minutes of your time when it is convenient for you and your employees. Early morning, evening, and weekend training sessions are available.

The Training

“Serving our diverse customers” is the title of the five videotaped scenarios that depict the interaction between employees and diverse customers at a gasoline station. The training, however, is relevant for all retail and service-based businesses.

During the training, the facilitator leads discussion of each vignette such that everyone understands why certain behaviors are inappropriate and what diversity aware behavior looks like.

Two tapes are available; One for line employees, and one for managers.

Line workers

This tape includes:

- understanding and recognition of:
 - ◆ stereotypical thinking and behavior
 - ◆ the impact of stereotyping on customers
 - ◆ the impact of stereotypical thinking and behavior on customer service
- description of ways to overcome stereotypical thinking and provide excellent customer service
- using the three key behaviors equally with every customer

Supervisors and managers

This tape includes the same scenarios as those for line workers but is a little longer.

It incorporates ways to:

- understand and recognize the economic impact of stereotypical thinking and behavior
- encourage staff to use the three key behaviors equally with everyone

Meet the team of volunteer trainers

Nancy Asbedian

Sue Baldauf

John Gibbons

Carlton SooHoo, Ph.D.

To arrange for free training:

Sue Baldauf, Director
Bedford Youth & Family Services
Town Center
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Bedford, MA 01730
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Program is sponsored by:

The Selectmen of Bedford
Bedford Chamber of Commerce
Human Relations Council
Violence Prevention Coalition

Previous Participants have said...

“The Business Diversity training increases not only the diversity awareness of the business being trained but of the whole community, improving Bedford as a welcoming place to work, shop, and live...”

—*Maureen Sullivan, Director,
Bedford Chamber of Commerce*

“[the training]... has improved the team members’ self-esteem and reduced employee turnover — and that saves money”

— *Julie Taggert, Whole Foods*

“The training hammered home that there are serious economic impacts if we, as business owners and service professionals, do not respect people’s differences.”

—*Christine Pinney,
Christine Pinney Marketing*



The number of trained Bedford Businesses continues to grow...

Artistic Framers
Bedford Exxon
Bedford Lock & Key
Bedford Motel
Bedford Wallpaper & Paint
Best Western Hotel
Boston Federal/BankNorth
Callahan Kenpo Karate
Cambridge Savings bank
Carlton & Duran, CPA, PC
Century 21
Christine Pinney Marketing
Coldwater Banker
Country Store
Curves
Design Photo
Designs Unlimited
Development Direct
Edward Jones Investments
First Parish Church
Fleet Bank
Great Road Gallery
Hanscom Federal Credit Union
Marshall's
McDonald's
Minuteman Volkswagen
Movie Madness
Naomi Dogan, Psychologist
Panospin Studios
Portraits by Holly
Seaborn & Company
Shell Oil Company
Sparta
Stop & Shop
Sun Valley Subs
Town of Bedford - Dept. Heads
& Police Supervisors
Whole Foods

Business Diversity Training



“Serving Our
Diverse Customers”



*Why should my
company participate in
diversity training?*

*Because you want
more business.
Look inside...*