

The term 'diversity' has multiple layers of meanings. In a work context it usually expresses the heterogeneity, differences in nature and wide variations between individual employees.

Diversity management as a business concept seeks to capitalize on this diversity of the workforce and utilize it for positive development. As a management concept the differences between people become an integral part of HR strategy and organizational development.



www.online-diversity.de

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Diversity Management

Test your workforce diversity management strategy!



Online 
Diversity

What is it?

The Online Diversity tool enables businesses and public/private institutions of all sizes in all industries to test how well they deal with a diverse workforce – i.e. their diversity management. It is available in the internet free of charge, and protecting your anonymity is a top priority.

- This diversity management online survey tool gives you a **practical self-analysis** and scientifically based **evaluation**.
- It is a **learning and information tool**. The automatic evaluation and assessment of your data is completely anonymous. Results are available exclusively to participants – data is not published and there is no comparison of the various participating organizations.
- Online Diversity covers the wide variations in personnel in respect of age, gender, migration background and the integration of differently abled people. It captures the following **areas of action**: diversity as corporate strategy, HR management, organization of work and labour, pay and performance, management and corporate culture, health, representation of interests, product and service development, marketing and PR.
- Online Diversity is **universally applicable**. It takes into account the needs of SMBs as well as large organizations. Manufacturing and service companies and public agen-

cies can use the tool irrespective of whether they implement a diversity management policy or not.

- Online Diversity can also be used for **repeat surveys** in order to capture changes in the operational situation.
- To make an **internal comparison** between different departments or locations for internal benchmarking purposes, you can simply compare the respective results.
- An **internal dialog** on diversity can be initiated or continued when management, diversity officers and (if applicable) employee representatives complete Online Diversity in parallel. Alternatively it can be worked on together.

What can you expect?

You receive background information relating to diversity management. As well as general questions about your company/institution, the tool contains questions covering nine operational areas of action. These areas of action or influence have been selected for their relevance to diversity management.

How do you benefit from Online Diversity?

By using Online Diversity, for the survey as a whole and for each area of action you gain:

- An evaluation of your answers with point scores
- A visualization with traffic light colours red, orange, green
- An approximate evaluation of content intended to give you an initial indication of possible problem areas
- The option to carry out a repeat survey to highlight developments
- The capability to enter into an internal discussion process in your organization
- Free and empirically based information relating to diversity management
- Explanations of the relevant areas of influence
- Hints on development potential
- Insights into how you currently handle diversity in your workforce and your diversity management processes

