

# Diversity Training's Perfect Storm

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Earlier this year, diversity & inclusion training along with behavioral change know-how experienced a confluence – a perfect storm of sorts – in a new diversity training program that enables sustainable behavioral change to occur. It's made possible by an innovative and unique software tool that both educates and audits (in real time) how successful an organization is embedding an inclusive environment.

## Introducing the Diversity Challenge



The Diversity Challenge is a training and auditing software tool designed to sensitize employees and management to all issues surrounding diversity and realize the value of building an inclusive environment, as well as developing their employees' capabilities in managing these issues.

The Diversity Challenge has been used extensively throughout both the public and private sector in Australia, New Zealand, and Asia-Pacific. It has now been customized for use in the UK, Ireland and the USA; where it is being introduced by Paradigm Group Consultants, LLC, a 17-year old leadership development and talent management consulting firm headquartered in Philadelphia, PA.

The Diversity Challenge is a highly versatile and customizable tool that has been used with sales personnel of large retail concerns, right up to the CEOs of multinational corporations. Senior executives in professional services firms, technology companies, defense contractors, and the armed services Joint Force Command Headquarters have experienced its adaptability to their issues. Diversity Challenge sessions have been applied with excellent results in all of the following contexts and various target audiences:

- Leadership – Events/Off sites
- Training of Management, Employees and Diversity Networks

- Induction Programs
- Diversity, Inclusiveness and EEO Initiatives
- Graduate HR programs
- Teambuilding
- Audits by Diversity Councils

Due to its highly adaptable process and content, The Diversity Challenge (TDC) is a customizable tool that is facilitated in a competitive quiz game format using key diversity categories such as People, Workplace Scenarios, Law, Culture, and several more. Participants, ranging from 12 to 200/session, form teams and compete for points. The competitive and interactive nature of The Diversity Challenge is a major reason for its success. It means individuals are more easily and immediately engaged and they remain engaged as the competition and learning proceeds. It also means they will be more forceful in their internal debates, as they try to sway team members to their way of thinking in order to win points. This high level of engagement leads to better retention of information, more open discussion, and a change in behaviors.

Why is The Diversity Challenge such an effective program? Remember the term, confluence?

Well if you take Kirkpatrick's four-level training evaluation model and blend it with the Heath Brothers' latest epiphany, *Switch*, you're delivering a program that is guaranteed to provide high customer satisfaction with the opportunity to change organizational behavior.

The Kirkpatrick's four-level model is the most cited technique for successful training evaluation, and is also conceivably the most effective and simplest method. The model addresses attitudinal, behavioral, and cognitive learning both during and after training. The Diversity Challenge incorporates all of the key performance indicators of the Kirkpatrick model.

Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle, say the Heath Brothers in their latest book, *Switch*, is a conflict that's built into our brains. Psychologists have discovered that our minds are ruled by two different systems—the rational mind (the rider) and the emotional mind (the elephant)—that compete for control. This creative tension can doom a change effort—but if it is overcome, change can come quickly. Here again, The Diversity Challenge is a practical working model for effecting change – sustainable change.

At the same time, The Diversity Challenge collects real-time data during its highly interactive sessions as well as during post-play activities to conduct an ongoing evaluation of those diversity issues that employees consider most important. This motivates early intervention of issues while helping to embed an inclusive workplace environment.

So, with high rankings for incorporating the most cited techniques for training evaluation coupled with a dynamic behavioral change model, The Diversity Challenge creates a desired perfect storm for change!

### Audit

The Diversity Challenge is more than a training tool – it can be used to conduct an ongoing quantitative and qualitative audit of those diversity issues that your employees consider most important



This will allow for early intervention when necessary – it plays a strong risk management role.