

## 9.5: Assignment- What Is Diversity?

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### Preparation

For many business owners and managers, maintaining the status quo can seem to be the least risky course of action. For years, the mantra in the technology industry was “no one gets fired for buying IBM.” That is, buying IBM is the safe bet. But even staid IBM, a company that (in)famously missed the potential of computers, picked up the potential of diversity. In 1953, when parts of the South were still racially segregated. Fast forward 50+ years and diversity is now broadly recognized to be a source of competitive advantage.

In this exercise, you will briefly summarize current thinking on the topic of diversity: how it’s defined, 3–5 advantages and challenges and how it’s evaluated.

### Your Task

1. Review the Culture and Diversity module with a specific focus on the Employee Diversity section.
2. Write a two paragraph essay defining diversity and highlighting at least three advantages and challenges to achieving a diverse workplace.
3. Conduct an internet search and write a third paragraph that identifies one ranking of diversity and the basis of the ranking.

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