

## 1.2 The Six Concepts of Diversity

### a) Demographic Diversity

- Differences, similarities and tensions related to the presence of more than one form of a given demographic attribute

### b) Behavioral Diversity

- Differences, similarities and tensions related to a given behavioral dimension.

### c) Diversity Management

- the capability to make quality decisions in the midst of any related differences, similarities, tensions, and complexities.
- Diversity management make any mixture work

## 1.5 Benefit of Diversity

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- ❑ The strategic advantage given by promoting diversity within organization can be the impetus **to make entrance into new markets and new customers that were previously inaccessible.**
  - ❑ For example, Longo Toyota car dealership that has hired salespeople that speak various languages to serve their diverse client.