



## Mimi – mind changer

# Think Business – think diversity

This mind changer activity shall help interest in and reflection upon the different aspects of diversity and see also how HR managers / company owners may understand the situation in their life and work. It shall be an initiator to rethink any discrimination.

Mind changer implementation and follow-up – For VET providers

### Step 01

#### Prepare

Introduction: Studies show that companies with a monocultural workforce generate less profit than companies with diverse ones.

### Step 02

#### Implement

Write down 5 reasons why you should hire people from different backgrounds.

### Step 03

#### Develop

Now write down the possible counter-arguments from your colleagues. Find a strategy to convince them with your 5 good reasons.

### Step 04

#### Follow-up

The group can reflect afterwards and discuss their pros and contras. In the end it should be clear that the good reasons are dominating. That means, doubts should be positively dispelled.

## Recommendations, Tips & Hints

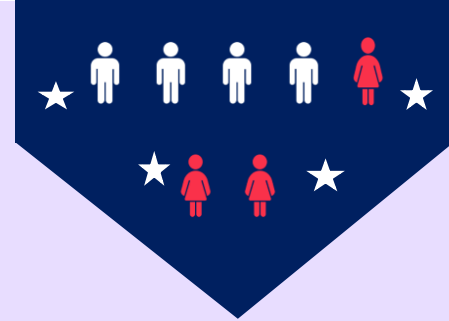
Find the numbers for your branch to convince your opponents.

### Classroom resources

This activity is not bound to specific room facility

### Duration

30-60 Minutes



## Think business – think diversity

Picture this: You run an electrical business and have 10 employees. All are middle-aged white men. You've been selling consistently for years, but your business is no longer growing. Since you founded your business, the inhabitants of your city have changed due to globalization. Society has become multicultural. A new electrical shop has opened in the neighbourhood. Every year their business increases because the clientele is growing. 20 employees work there, women and men of mixed ages and different ethnicities.



### About the tool

This activity is intended to strengthen the argumentation strategy for a heterogeneous workforce.

### Key words

Mono-culture, Diversity, equality,

### Food for thought:

Allow yourself two thoughts: Could my work team be more heterogeneous? Why does this have advantages for us?