

**DEEPIKA BAJAJ**

FOREWORD BY CAROL EVANS

**#DIVERSITY**tweet

Embracing the  
Growing Diversity  
in Our World.

**BOOK 01**

**A #THINKtweet BOOK**

# #DIVERSITYtweet

Embracing the Growing Diversity in Our World

Book Excerpt

**By Deepika Bajaj**  
**Foreword by Carol Evans**

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# Embracing the Growing Diversity in Our World

## **WHITE PAPER Table of Contents (included here)**

Foreword

Section I: What Does Diversity Really Mean?

Section III: Diversity within Organizations

Section IV: The Challenges and Benefits of Diversity

About the Author

## **Getting “#DIVERSITYtweet”**

(<http://happyabout.info/diversitytweet01.php?PHPSESSID=60eadd4b6c268a94accad4bd67046962>)

“#DIVERSITYtweet” can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at <http://happyabout.info/diversitytweet01.php?PHPSESSID=60eadd4b6c268a94accad4bd67046962> or at other online and physical book stores.

Please contact us for quantity discounts [sales@happyabout.info](mailto:sales@happyabout.info) or to be informed about upcoming titles [bookupdate@happyabout.info](mailto:bookupdate@happyabout.info) or phone (408-257-3000).

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# Embracing the Growing Diversity in Our World

## Foreword

DiversityTweet is a tweefreshingly original book that makes the complex issues of diversity tweeasy to understand and exciting to tweemember!

Carol Evans  
*@workingmotherme*

Founder & President,  
Working Mother Media

Embracing the Growing Diversity in Our World



## Section 1

### What Does Diversity Really Mean?

Diversity means variety. In the world, we have people with different cultures, ethnicities and backgrounds. These differences are to be cherished since they make our world whole and complete. Every person with his unique experience and background makes a contribution in a special way.



## Embracing the Growing Diversity in Our World

1

Diversity in nature makes a case for respecting diversity in humanity.

2

There is nothing so unequal as the equal treatment of unequals.

3

Diversity is a celebration of differences, because differences will challenge our assumptions.

4

You are no longer “walking the extra mile” by celebrating diversity. It has become a requirement for survival in the new world.

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## Section III

### Diversity within Organizations

The innovation in organizations is sparked with differences in our thinking. If we seek to create products and services for our customers we need to look inside at our workforce.

With technology and globalization, we have an opportunity to compete in the global marketplace. And Diversity in our workforce gives us that competency.

86

Identify your opportunity. We need good talent to restore the economy and consumer confidence. Don't exclude anyone.

87

Making diversity as the cornerstone of the country's or company's mission is the genesis of its unique identity.

88

Cultural heritage days and potluck meals for employees?! Is this really a way to build true cultural awareness?

89

*Inspiration, motivation, and empowerment* are just words. The corporate culture must promote creativity and curiosity.

90

A diverse workforce serves as a sample of your customer population—a readily available focus group.

91

Every business' litmus test for diversity is their commitment to innovation.

92

Diverse hiring choices  
will not complete  
the work of diversity;  
they only create the  
opportunity to build a  
great organization.



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## Section IV

### The Challenges and Benefits of Diversity

Like everything else, diversity has its challenges and benefits. Like every relationship in a family has challenges and benefits. Till we remember we are part of a global family, we have an opportunity to create a world in which future generations will flourish and advance without any barriers that existed for generations before them.

115

When work is a joyous experience,  
diverse talent will flourish.

116

Getting diversity right is not  
a destination. It is an ongoing  
evolutionary journey.

# About the Author



Deepika Bajaj is the Senior Director at Working Mother Media, a company providing support and community for women to find work life balance and founder of Invincibelle, a company empowering diverse, multigenerational workforce and women to thrive in a multicultural world.

Prior to this, Deepika has more than eight years of experience in telecommunications consulting and corporate marketing. She has served on the board of various professional

organizations including the National Society of Hispanic MBAs and Women in Intel.

Deepika is currently writing another book. This book (yet to be named) speaks to her experiences of being a global citizen and what is shaping the new voice of diversity. She speaks and consults on diversity, blogs at [www.deepikabajaj.com](http://www.deepikabajaj.com), writes a column on mom blogs at Working Mother Media ([www.workingmother.com](http://www.workingmother.com)) and writes a column on social media for Active Garage ([www.activegarage.com](http://www.activegarage.com)). She is in the process to launch a new blog, [www.diverseconomy.com](http://www.diverseconomy.com). You can follow her on <http://twitter.com/invincibelle>.

Deepika holds a degree in Engineering from Bangalore University, India and has an MBA in marketing from Fordham University, New York. She is an honorary member of Phi Kappa Phi and Beta Gamma Sigma.

She loves kickboxing, reading, music, and painting. Currently, she lives in California.