



Kuria Foundation For Social Enterprise

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Introducing Diversity & Inclusion Training Program

KFSE is the Foundation for Social Inclusion, and we would like every adult in Kenya trained on Diversity & Inclusion. As we head into the general elections in 2017, it is very important we all learn to accept and respect our diverse characteristics, so that they do not become reasons for social conflict but rather opportunities for growth and development.

KFSE is offering to donate back to your organization 75% of the training fee. Because KFSE is not-a-profit-making organization, we are able to donate back the funds charged for this training; however, the funds so donated have to be used to advance social justice – yet it's also possible to advance social justice while improving the bottom line of your organization.

Benefits for taking this training include:

1. Understanding a diverse market place
2. Diversity competent workplace improves innovation
3. Diversity Competent workplace increases return on investment
4. Simply the right thing to do
5. This training saves money

Detailed explanation of these benefits is provided below. What may be important to add here is how KFSE provides unique opportunity for your organization to reap the benefits of this training while improving your organization's cash position.

Talk to us today to plan for your training dates!

Yours Truly,

David Kuria

KFSE

Benefits of Diversity and Inclusion Training for your Organization

1. Serving our communities and being socially responsible

The Kenyan market comprises of very diverse communities. The workforce and the public served by any business include women, people with disabilities, people of different races, ethnicity, religious identities etc. Diversity and inclusion increase a business capacity to serve and benefit from people who have different experiences or backgrounds.

2. Increasing innovation

Increased creativity is another byproduct of capitalizing on differences. Many of the most creative periods in civilization have emerged when people of different backgrounds have contact and work together. Research has shown that effective diversity management coupled with inclusive work environments improves organizational performance and innovation. Employees from varied backgrounds bring different perspectives, ideas and solutions to the workplace that result in new products and services, challenge to the status quo, and new collaboration.

The evidence speaks for itself – and so does the everyday experience of businesses across the world. Diversity and inclusion lead to more innovation, more opportunities for all, better access to talent, and better business performance.

“CTI’s ground-breaking research reveals the engine to be a diverse workforce that’s managed by leaders who cherish difference, embrace disruption, and foster a speak-up culture. Inclusive leader behaviors effectively “unlock” the innovative potential of an inherently diverse workforce, enabling companies to increase their share of existing markets and lever open brand new ones....data strongly suggest that homogeneity stifles innovation.¹”

By working with people from different backgrounds and with different experiences and working styles, we learn and get another view. Diverse views make for better decisions, and thus drive a high-performance culture.

3. Return on investment

Diversity and inclusion initiatives improve the quality of an organization’s workforce and are an important catalyst for a better return on investment in human capital. One of the biggest budget items for many organizations is the amount of time and other resources it spends on human resources in the form of salaries, benefits, training, development and recruitment. To get the best from this human capital and maximize competitive advantage, an organization must engage in recruitment and retention of the best and the brightest talent. This means getting the best and brightest talent unless from all communities where such talent exists.

¹ <http://www.talentinnovation.org/private/assets/IDMG-ExecSummFINAL-CTI.pdf>

4. Diversity and inclusion are quite simply the right thing to do

It's about creating equal opportunities for everyone – and we can all see signs of progress. But the statistics make it equally clear that there's still a long way to go. Today, one of the biggest concerns for CEOs worldwide is having the right people to run and grow their businesses. So they're starting to look to diversity as a way to address this issue. Good workplace diversity doesn't just benefit the businesses themselves, but also the economies they operate in. a research by Catalyst² shows that increasing the level of female employment helped raise GDP by 5% in the US, 11% in Italy, and 27% in India.

In Kenya any discussion on diversity and inclusion must of necessity also discuss the endemic tribalism, which has been blamed for the rise in corruption, nepotism – both in the public but also private sector, but more ominously ethnic clashes especially during electoral periods.

The private sector has an important role to contribute in changing the narrative of tribe, from one of zero-sum political competition games, into a strategic resource both for the private sector but also the public sector. This is especially more urgent as we move into the 2017 general elections.

5. Diversity and inclusion training saves money

KFSE is the Foundation for Social Inclusion, and we would like every adult in Kenya trained on Diversity & Inclusion. For that reason KFSE is sweetening the training deal of the 1 ½ hour's diversity training program by donating back to the organization 75% of the training fee. The average number of participants in the training is between a minimum of 12 persons and a maximum of 24 – this is to allow for interactive learning and manageable group work on the diversity case-studies.

Because KFSE is not-a-profit-making organization, we are able to donate back the funds charged for this training; however, the funds so donated have to be used to advance social justice. The benefiting organization gets to choose the social justice cause – this could help the benefiting organization advance their CSR work or indeed any other balance-sheet enhancing activities. Think of how in improving organizational performance your, organization could use these funds donated back? Think about it, total fee for the training Kshs.288, 000. Of this kshs.200, 000 is donated back to you to advance a cause of your choice!

Talk to us today to plan for your training.

² <http://www.catalyst.org/media/catalysts-new-report-reveals-key-trends-impacting-women-world>