

For Diversity



Against Discrimination

DIVERSITY

in small and medium-sized enterprises

EUROPEAN CONFERENCE 2006

ZARA

ZARA

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Austria



An initiative of the European Union

www.stop-discrimination.info



Approach & Aims

- Implementing principles of equal opportunities in companies
- Going further than equal treatment and non-discrimination
- Assisting a company internal change management process, establishing e.g. Codes of Conduct





Possible Steps

- Audit
- Awareness Raising Training: getting sensitive
- Identifying people responsible (company intern)
- Development of Diversity Management Strategy
- Company and process specific trainings e.g. on
 - „communication“
 - „conflict Resolution“
 - „Legal framework“
- Implementation of internal ombudspersons or complaint/conflict resolution systems
- Implementation of Strategy
- Monitoring





Key elements & Main Obstacles

- Top Down AND Bottom Up
- Involvement of Key Players
- Taylor Made Strategy
- We do not have any problems within our organisation"
- I want to decide who fits into my team
- Resistance to Stuctural Changes





Possible Results

- Overcome fear by gaining expertise
- Change of company's profile
- Change of Employment policies
- Implementation of focus groups
- Implementation of conflict resolution systems
- Settlement of specific conflicts and problems within heterogenous teams or between employees and clients
- Realizing that companies structures are withstanding principles of equal opportunitites



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Outlook

More information:

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Companies:

Shell Austria

Deichmann Austria

Viennese Home for Aged

Caritas Styria

Red Cross

Technikum Wien

Vocational Training Institutes

etc.



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Summary

Carol Ann's 3 key learnings:

1. Management commitment
2. Inclusion
3. Keep it fresh!

