

Diversity

Creating a Culture of Inclusion



Background

In 1996 Fred P. Keller, founder of Cascade Engineering, attended an Institute for the Healing of Racism and was so impacted by the program that he was compelled to do more around the issues of diversity in his own company. In Fred's words, "Cascade Engineering was not doing enough to increase the diversity of its workforce." Fred wanted to create a culture of inclusion where every person regardless of individual, economic or cultural differences knew he or she was valued and respected and could contribute to their fullest.

The Solution

- Creating a culture of inclusion through development of a systemic approach to building awareness and acceptance of diversity issues in the workplace
- Designing a simple, yet effective, diversity program that includes awareness building for all employees through education programs such as Diversity Awareness, Diversity Theater, Poverty Simulation, Bridges out of Poverty and the Institutes for Healing Racism
- Creation of a zero tolerance policy and Diversity Inclusion Council to drive diversity initiatives

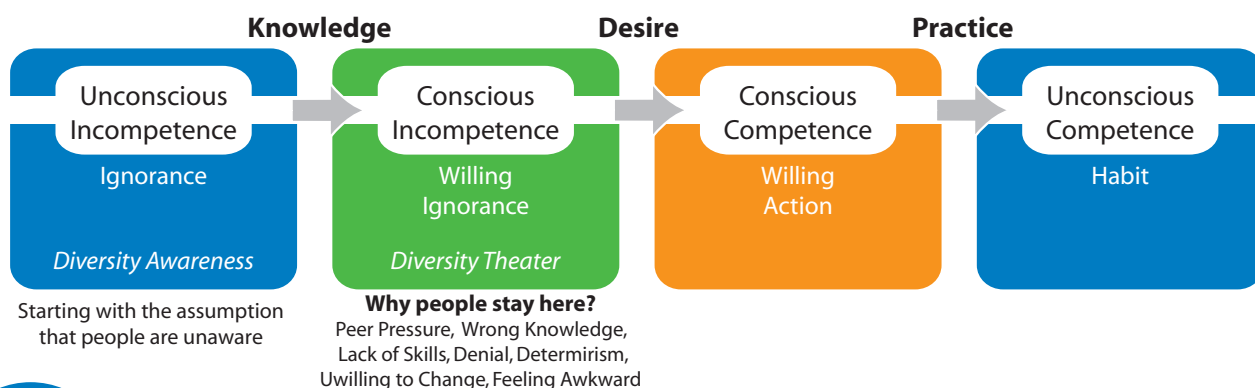
The Challenge

- Company had no diversity program and was not consciously addressing a culture of inclusion
- There was little leadership understanding and no policies that support an increasingly diverse workforce.

The Results

- Received the Presidential Award for Corporate Citizenship
- Received Diversity Visionary Award
- Great reputation in community
- Positive employee survey results
- Increased awareness at all levels
- A best practice education system in place for both leadership and staff
- Open Door and Problem Resolution procedures
- Utilized minority recruiting sources

Quest Diversity Management Process



Helping organizations become an employer of choice through sustainable solutions

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