



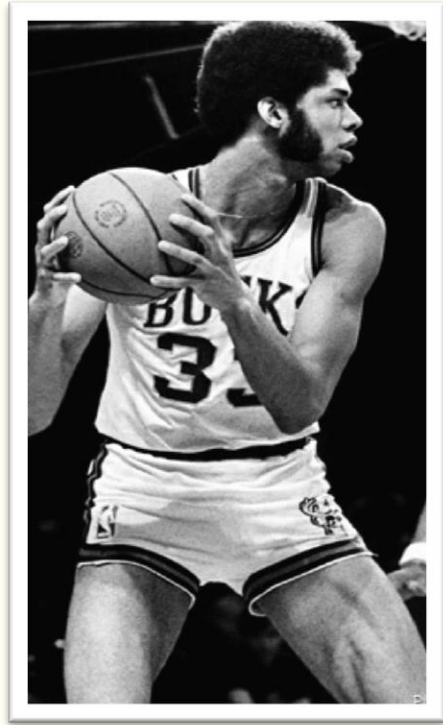
Super Heroes Lead!

Presented by: James Sun

My Story as a Diversity Advocate



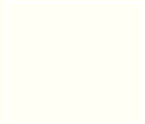
The World is Changing



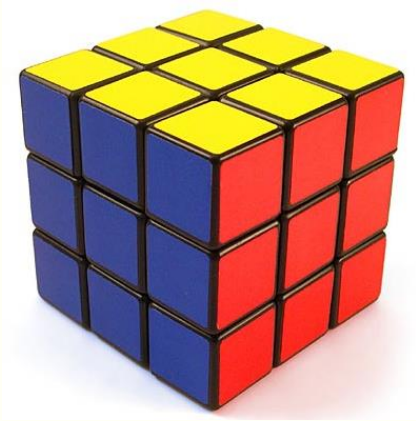
Traditions Are Changing



What You Already Know About Diversity



Morning Test



1. How many colors are there on a rubix cube?
1. How many individual faces are on a rubix cube?
2. How many combinations are there on a rubix cube?

And the Answer is...

43 Quintillion.

$$\frac{8! \cdot 12! \cdot 3^8 \cdot 2^{12}}{2 \cdot 3 \cdot 2} = 43\,252\,003\,274\,489\,856\,000$$

How Do You See the World



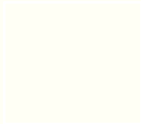
The World is Getting Smaller



The Ocean is Wider but Deeper



Executives Cannot Ignore Globalization



History of Consumer Trends

Decade	Type of Decision Maker	Exemplar
1940's	Economic man	Demand and utility equations to products
1950's	Irrational Consumer	Hidden meaning of goods
1960's	Transition to Problem Solver	Hierarchy of effects model
1970's	Problem Solver	Pre-purchase info, labeling of products
1980's	Cognitive Miser	The cost of thinking, low involvement
1990's	Collective Decision Maker	Big shift in communities and demographics
2000+	Informative and Social	Ease of access to information and sharing of that info

Marketer's Response

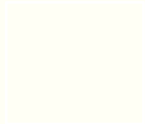
Behavioral	Demographics	Geography	Psychographics
<ul style="list-style-type: none">- Benefits from product- How often the product is used- Usage situation- Buyer's status to loyalty and product	<ul style="list-style-type: none">- Age/Gender- Income- Family life cycle- Ethnicity- Occupation- Education- Religion	<ul style="list-style-type: none">- Region- Size of city- Population Density- Climate	<ul style="list-style-type: none">- Activities- Interests- Opinions- Values- Attitudes- Lifestyles

Then Came Globalization

	Behavior	Demographics	Geography	Psychographics
China				
SE Asia	- Benefits from product	- Age/Gender	- Region	- Activities
India	- How often the product is used	- Income	- Size of city	- Interests
Russia	- Usage situation	- Family life cycle	- Population Density	- Opinions
Brazil	- Buyer's status to loyalty and product	- Ethnicity	- Climate	- Values
Europe		- Occupation		- Attitudes
		- Education		- Lifestyles
		- Religion		

Diversity as an Offensive Philosophy

To understand diversity is to understand the complexities of human intelligence and consumer behavior.

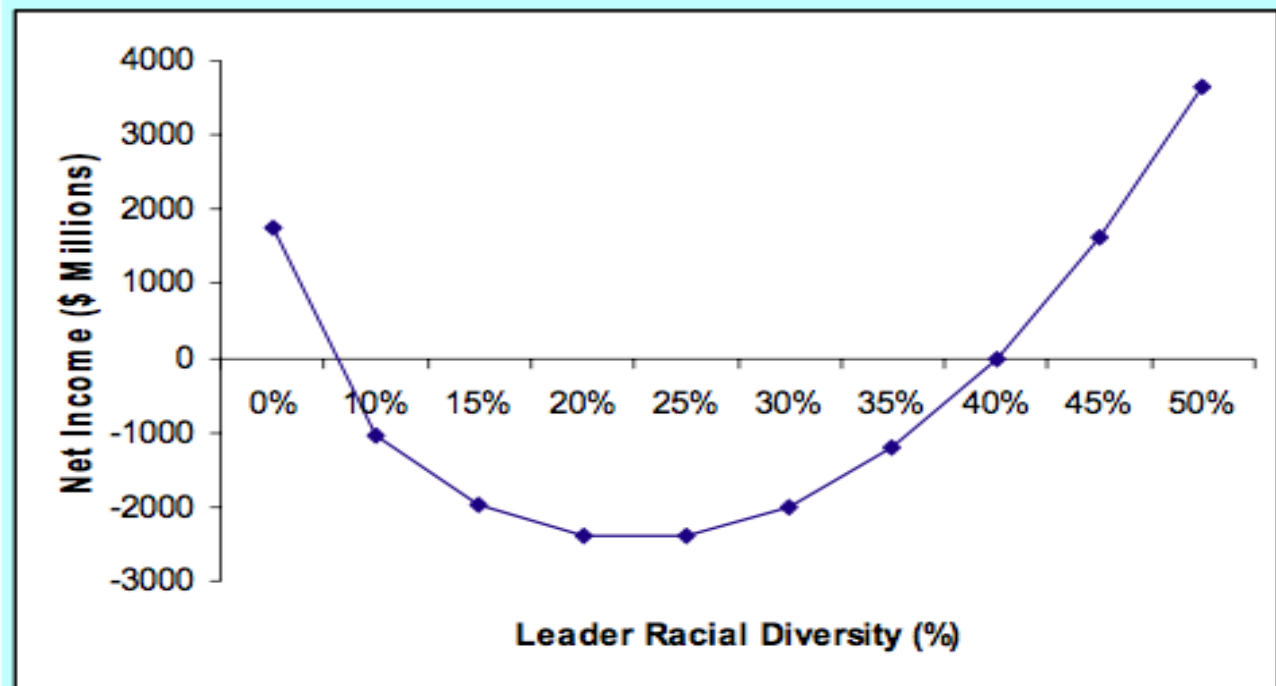


Diversity ROI

- Cornell Research Study (2006)
- Firms included in this study were obtained from *Fortune* magazine's annual (1998-2003) lists of the best companies for minorities
- Analysis on longitudinal data set to examine relationship between corporate leadership diversity and financial performance
- Ethnic minorities within a firm's top management team was constructed as the racial composition of the 25 top-paid positions in a firm

Diversity Proves Out Over Time

Figure 1
Graphical Depiction of Relationship between
Leader Racial Diversity and Firm Financial Performance



Diversity as an Offensive Weapon

Executives need to envision diversity beyond “internal” defensive policies to “external” offensive strategies.



Creating the Global Worker

The best people think globally, act locally...they know what makes people tick in the local culture and language. They understand the latest technology, while at the same time they know the local business landscape and connections between companies, the opportunities and constraints.

HR Hero Roles

- Develop leaders who are passionate about communicating and managing across cultures, and interested in unleashing the creativity and innovation
- Integrate and develop a diverse workforce, particularly in terms of culture and age differences
- Improve their ability to foster and support cross-cultural business ventures (even in a domestic market).

What Do You See



How About Now



Admit & Unlearn Hidden Biases



1. Becoming aware of our implicit bias
1. Being concerned about the consequences of the bias
2. Learning to replace the biased response with a non-prejudiced response

Super Heroes Save the World One Story at a Time





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