Explain:

How will the organization prepare the workforce to maximize the benefits of diversity and minimize challenges?

Starbucks will prepare the workforce by positioning the business and that is by designing and implementing a series of new initiatives or a having a diversity program, and that is to ensure strong that the commitment is strong and diversity in the organization, it will also include the essential workings of topmost management encouragement and the dedication of needed resources such as individuals and financial support to make the program realism, then Starbucks will have an accurate image of the company’s willingness to accelerate, built on the present demographics of the company and on the cultural ambiance and possible barriers that may rise.

Commitment will be the establishment of a victorious attempt to construct and uphold a diverse high value workplace. Commitment must be plainly acknowledged and communicated from the upper management to employees at all stages. Commitment can be demonstrated through actions as creating an environment of inclusion and values differences recognize means in the budget to diversity initiatives, making sure that leading supervisors are involved in the preparation and handling diversity behaviors and that employee are a vital part of the company’s hard work to design and perform diversity activities. Starbucks have to develop a workplace outline that is an overall image of the company’s workplace and how it reveals diversity at all stages in all profession and accessing the employees’ view on diversity issues such as surveying the credentials and measuring the company’s strong points and weak points in advancing diversity.

An encouraging work atmosphere that gives workers guidelines and tools required to achieve the duty of the company to the best of his or her ability. Offer wide programs to support employees. To make sure administrators and directors are given management and diversity training.

Rewards and recognition is a key in maintaining a diverse workforce, Starbucks must apply all aspects of pay flexibilities and honor to keep employees such as accelerated pay to provide through quality step increases and to make certain all employees and groups be given adequate portions built on transparent standards and well understood procedures for recommending and awarding awards.

Accountability helps to develop and sustain strong diversity initiatives; company should hold supervisors and managers accountable for building and achieving a cultural work environment.

Celebrating success identifies, reward and publicizes his or her accomplishments, the achievement in constructing and upholding a workplace that is diverse, well trained, highly motivated, and productive.

Personnel Management, (February, 2001) Building and Maintaining a Diverse Workplace, Retrieved September 10, 2009, from

<http://.opm.gov/Diversity/diversity-3.htm>

Cultural norms (Cultural aspect) of new groups with whom the organization (Starbucks) will come into contact.

The diversity action plan for Starbucks is that it should achieve the following objectives. Forty percent of top corporate offices should be women. For the executives, vice-presidents and above the total representation by women should also be 40 percent and the representation for persons of color should be 30%.  In addition, the overall company policy will be to have 50% women and 50% persons of color.  The company will endeavor to have at least 40% of its supplies from businesses that are owned by women and 35% of its supplies in value from businesses owned by persons of color.
The time for implementation of these diversity objectives will be one year. The responsibility for the implementation will be the responsibility of the top corporate executives and the human resources department.
The strategy for implementing the diversity action plan will be to have monthly recruitments only for women and persons of color. These will constitute affirmative action. In addition, Starbucks will endeavor to appoint new suppliers that are owned by women and persons of color.
The diversity program will be monitored by receiving reports and comparing them with targets every month and corrective actions will be taken by the human resources department if there is a gap between targets and actual performance.

Cultural aspect of Diversity Action Plan:
Recruiting persons of different color and gender alone will not bring about diversity at Starbucks. Instead it may lead to conflict, distrust and prejudice. What is required is to integrate the person from different gender and culture into Starbucks. For this purpose, the managers at every level should be given a short training program either platform or online on intercultural competence. The leaders at Starbucks should expect open-mindedness from the person they recruit. The managers should endeavor and avoiding stereotyping. Moreover, the top managers should make the new recruits understand the good parts of the culture of Starbucks. Every leader at Starbucks should have a positive frame of mind towards the new recruits.
There are some actions that the leaders can do make integration into the Starbucks easy. A short discussion in the language of the new recruits makes them feel a part of the team. Simple attempts at socialization after work hours will help integrate new recruits into the Starbucks system. Setting, challenging but fair targets for the new recruits helps them get into the grind easily.

The leaders at Starbucks should used patience when they attempt to integrate recruits that are racially and culturally diverse into the Starbucks culture. The leaders should listen actively to the persons, should be open to diverse expressions, encourage the recruits to show leadership qualities, indicate affirmation of identity and listen carefully to relational meanings.
The managers and leaders at Starbucks should be sensitive to cultural metaphors or proverbs so that they can improve the integration. Set up a monitoring system for successful cultural integration. The attitude of the managers and leaders should be one of cooperation and mutual-interest through nonverbal acknowledgement.

The cultural aspect of the integration plan is that within a timeline of two months from the date a person is recruited under the diversity action plan, must be culturally assimilated into the Starbucks culture. Need to understand mutual -interest intention through verbal and non-verbal acknowledgement. The responsibility for the cultural aspect of the plan will be with every leader and the present employees of Starbucks. Teams consisting of members from different cultures and their synergistic output should improve the productivity at Starbucks.

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