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The Phoenix Principles: Leveraging Inclusion to Transform Your Company

V. Randolph Brown, Janet Butler Reid

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Competition is no longer limited by geography in today's increasingly global world. Business institutions seeking the multicultural pool of potential customers must first learn to unleash the often untapped competitive weapon within their arsenal... a diverse talent pool. The culture of inclusion needed to leverage this business advantage is often mistakenly viewed as a project, rather than a cultural transformation that can: [br] - increase market share [br] - increase productivity and profits [br] - increase innovation for better products and services [br] - reduce costs associated with employee turnover [br] - improve community relations [br] The Phoenix Principles takes readers step-by-step through the transformation journey of a fictional company and the actions of one individual, Phoenix. Phoenix guides the company through the process of inclusion - creating a cohesive, team-oriented culture poised to connect with and capture the diverse markets that comprise today's global marketplace. The challenges and ultimate rewards that Phoenix experiences provide a framework for businesses to leverage the inevitable differences among individuals.

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