PrimeDiversity™ Management
A Proactive Response to Change

Executive Summary

The PrimeDiversity™ Management curriculum provides learners with the understanding that, as the profile of today's workforce changes, so does their own role as manager or business leader. Participants will learn specific strategies for attracting, retaining, and developing a diverse, high-quality staff and fostering an environment that celebrates – and capitalizes on – the uniqueness of the individuals within it. At the center of the PrimeLearning solution is world-class content. Our content partners are leading corporations, authors, academics, publishers and business experts.

These courses have been created under a co-development agreement between Jossey-Bass/Pfeiffer, a global publisher of insightful human resource development (HRD) materials, and PrimeLearning.com™, a leading provider of corporate business skills eLearning solutions.

Our Unique Approach

At *PrimeLearning.com*, we strive to improve the skill level of individuals within your organization, as well as the business performance of your entire organization. This aim forms the foundation of our instructional design philosophy.

Objectives are at the very core of all *PrimeLearning.com* courses. Each course topic focuses on the accomplishment of specific performance objectives and the development of valuable new skills. The *PrimeDiversity* Management curriculum is both practical and relevant, using examples and case studies to present real-world work situations. Content areas are comprehensive, and depth of coverage is an important characteristic of each course.

Our PrimePath™ capability uses an initial learner assessment to recommend an individualized learning path based on demonstrated competencies. The mastery module provides the learner with measurable and documented evidence of improvement.

PrimeLearning.com courses employ an unprecedented number and variety of interactions to stimulate learning. These interactions extend beyond simple knowledge recall to invoke high-level thinking and problem solving. Optional live virtual classes and collaborative events further enhance the total web-based learning experience.

To facilitate continuous learning and performance improvement, course participants have convenient access to job and performance support aids that summarize key steps, processes, and guidelines. Resources such as Internet links, recommended reading lists, glossaries and company-specific documents enable learners to tap into a continually updated archive of quick reference and on-the-job support materials. Workplace exercises enable learners to apply their new skills within their work environment.

Five Courses Address the Changing Work Styles Required to Lead Today's Diverse Work Force

Discovering Differences
1. The Evolving Labor Force
2. Diversity Defined
3. Begin Your Diversity Journey

Managing Differences
4. Corporate Diversity Drivers
5. Be a Diversity Ambassador

The PrimeDiversity™ Management curriculum provides valuable insights and best practices for business leaders and managers who want to work more effectively with colleagues and subordinates whose backgrounds, experiences, and perspectives differ from their own, such as:

- Corporate Executives
- Human Resources Personnel and other change agents
- Corporate Trainers
- Project Managers
- Supervisors and Managers

The PrimeDiversity™ Management courses leverage Internet technology to create an individualized and highly interactive learning environment. From presenting concepts, to detailing processes, to depicting relevant scenarios, to testing learner understanding, this entire curriculum engages professionals in a top-down roll-out of proven techniques. Each Internet-based course is broken down into multiple topics, enabling the learner to focus easily on areas where improved proficiency is required. Supplemental virtual classroom sessions can incorporate a live-instruction component, while job aids, workplace exercises, topical links, and other resources further the learning experience.

The PrimeDiversity™ Management Curriculum

Discovering Differences   (PD0021)

Duration: 5-6 hours of learner-directed eLearning activities
Prerequisites: None
Courses: The Evolving Labor Force, Diversity Defined,
                Begin Your Diversity Journey

Communication and collaboration continue to be essential to the success of any business. As the global marketplace expands and the profile of the workforce changes, it is necessary to evaluate and adjust our current approach for working with others. This module enables learners to leverage individual differences – far beyond those of gender and race – for the benefit of their organizations.

Managing Differences (PD0032)

Duration: 4-5 hours of learner-directed eLearning activities
Prerequisites: None
Courses: Corporate Diversity Drivers, Be a Diversity
                Ambassador

To truly capitalize on a diverse workforce, the individual needs of its members must first be met. This module explains the implications of the changing labor market on organizations and introduces several innovative strategies for creating and maintaining a work-place in which ALL employees can thrive.

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