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NEWS RELEASE

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For Immediate Release

IDEAL MILWAUKEE DIVERSITY DISCUSSION FEATURES URBAN LEAGUE REPORT AUTHOR

MILWAUKEE -- John C. Peoples, author of the Urban League Report "Diversity Practices that Work: The American Worker Speaks," appears in Milwaukee October 29, 11am - 2pm, to discuss the report. His visit is part of the IDEAL Milwaukee's IDEAL Connections Professional Series. The event is at the UWM School of Continuing Education, 161 W. Wisconsin Ave., Milwaukee.

The National Urban League, with support from Enterprise Rent-A-Car, undertook a study of perceptions about diversity in corporate America. The report, based on a survey of more than 5,500 American workers on the topic of diversity, was conducted by the management-consulting firm of Global Lead.

The study found that while most workers consider diversity good for business, many believe their current employers don't have an effective diversity initiative. One in eight employees believe the employer's company is still at risk for a diversity-related lawsuit.

The findings also show that companies with diversity practices that employees consider effective show a productivity rate 18-percent better than that of the overall American economy. Further, three-quarters of these companies have generated productivity results equal to or better than their major competitors.

While the findings seem to indicate that advancing diversity actually enhances overall business performance, business leaders have significant work to do. With 80 percent of employees saying they were comfortable working in diverse teams, only 45 percent believe that diversity is part of their company's corporate culture, and only 32 percent believe their company has an effective diversity initiative. This contrasts with the more than two-thirds of corporate executives surveyed who hold more favorable views of the success of their company's current diversity programs than their employees do.

Peoples is a Managing Partner with Global Lead Management Consulting, a full service management consulting firm with offices in Cincinnati, Ohio and Baltimore, Md. He currently manages a portfolio of clients including: SC Johnson, Black and Decker, Value City Furniture, Black Entertainment Television, T. Rowe Price, West Wayne, Nokia and a recent engagement with the National Urban League. Outside of the consulting practice, John devotes his energy and attention to several not-for-profit organizations including: The University of Virginia Alumni Association Board of Trustees; The National Industries for the Blind Board of Directors; and AIDS Interfaith Residential Services.

To learn more about the IDEAL Milwaukee event, please contact Charu Malik at 414-227-3198 or chmalik@uwm.edu.

To learn more about the report, please contact Wanda Jackson, Vice President, Human Resources, National Urban League, at 212-558-5300

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