

“Diversity – The Journey From Awareness to Competency”

Presented by:
Carmen Baker
Vice President of Diversity
Carlson Hospitality Worldwide

The issue of Diversity can be a much misunderstood and sometimes emotional subject. Often confused with Affirmative Action and Equal Employment Opportunity Commission (EEOC), this session will begin with the basics and present the business case for being inclusive in your operations. Attend this session to better understand the journey from building awareness to developing cultural competency within your organization.

Learning Objectives

Upon completion of this session, participants will be able to:

- Understand definitions of diversity and understand the link to innovation
- Better understand how world demographics are changing and the challenges and opportunities it presents
- Understand some of the best practices regarding inclusion and multiculturalism
- Better understand the opportunity and challenges diversity can play in servicing the customer
- Understand ways to build inclusiveness into your business and service processes

About the Presenter

Carmen Baker has been in and around call center operations since age 17, beginning by working on the phone. She has a broad range of experience including operations, marketing, sales, training, IT, product development and account management. An executive for the past 11 years, Carmen has worked in the insurance, financial, telecommunications, travel and hospitality and high-tech market segments with much focus on international business operations. Carmen was General Manager of Reservation Services for Carlson Hotels Worldwide prior to her current role with Carlson as Vice President of Diversity. Her passion and efforts as General Manager led to the development of her current role.