

Engaging Employees From Diverse Cultural Groups

Audience

Entire organizations starting with Senior Management.

Format

6-hour workshop with group exercises, 4 Presenters, role play and Q&A segments, Recommended: 50-150 attendees.



Are your leaders equipped with the skills and knowledge to develop the next generation of leaders?

- Are your operators delivering the financial and customer service necessary to make your numbers?
- How do your unit level Managers handle conflict with employees and guests?
- Do they know how to minimize multicultural risk?

Rationale

- Today's workforce is multicultural, multi-generational, and extremely diverse.
- Managing, coaching, and developing multicultural teams that deliver top tier results, at headquarters or in the field, is a challenge facing leaders across the industry. The complexity of managing through the demographic shift continues to evolve with the influx of first generation entrants to the market. Often these entrants have little to no experience in a working environment that is fundamentally different than what they are used to.
- Cross-cultural and intergenerational conflict among employees, and increasingly with guests, must be managed or profitability and brand image will diminish.

Session Description

This cultural exploration and learning workshop is the first of its kind in the Foodservice and Hospitality industry. Cultural identity is explored with sensitivity and respect while exposing attendees to the experiences, beliefs and expectations of Asians, Blacks and Latinos (3-D) in America. This workshop provides education, insights, tips, tools, and best practices that will increase multicultural employee and customer engagement, which can ultimately help raise the top and bottom line of your organization.

Attendees can expect

- To be introduced to the concept of "Building Cultural Intelligence".
- To learn about best practices and tools to engage multicultural employees to increase bottom line business results.
- To gain insights and learn the fundamentals of reaching Asian, Black, Latino and other multicultural groups, with a relevant and compelling brand message.

For the latest information visit www.mfha.net.