

The Aviva Respect Diversity Toolkit wins accolades at United Nations in New York and Training Journal awards in London.



Left to Right: David Iball, Diverse Culture & Farrah Quresh Norman Broadbent Global Diversity Practice 26th June 2007

An online training toolkit which was developed by two Leeds companies - in partnership with an international finance and insurance group – is set to revolutionise diversity training in some of the UK's largest plcs.

The Respect Diversity Toolkit, developed by Diverse Culture and the NB Global Diversity Practice with Aviva plc has already been recognised at the World Diversity Leadership Summit hosted by the United Nations Global Compact in New York earlier this month, and is now being rolled out to assist companies keen to embed good practice in their organisations.

International savings, investment and insurance group, Aviva plc rolled out the toolkit to more than 1000 of its human resources staff internationally and hosted a launch event at its London headquarters last week to showcase the product to FTSE 100 employers including Goldman Sachs, Barclays, BT, HSBC and Shell.

Managing diversity is an increasingly important part of HR management, particularly to large companies where there is a diverse workforce containing people of different ages, ethnic origin, religious belief, genders and sexual orientation. Diversity policies aim to ensure that different groups are supported appropriately and that no one group is discriminated against. They also ensure that businesses remain competitive.

The Respect Diversity Toolkit comprises a variety of learning tools, including case studies, interactive games, presentations, research, benchmarking information and videos, all designed to help HR managers embed the key principles of diversity and respect in their organisations.

"The use of cutting edge ICT gave us the flexibility to incorporate a wide range of formats in one package," says Stephen Iball, Business Development Director of Diverse Culture. "The key to getting people to look at things in new ways and if necessary, change the way they think and behave, is to offer people activities that address serious issues in a way that appeals to them."

Louella Eastman, group diversity director of Aviva says: "Our competitive advantage depends on us having a motivated and valued workforce that reflects the diversity of our customers. Diverse Culture has provided an exciting and accessible method for us to reach all our employees. We wanted to use our city launch to share the toolkit with other organisations to help with their diversity programmes."

The toolkit was also been shortlisted in the e-Learning category of the Training Journal Awards which were held in London on Tuesday 26 th June.