



About MDB Group, Inc.

MDB Group is the originator of the Business-Aligned® diversity and inclusion (D&I) strategy. We are also an Affiliate member of the ITAP International Alliance network, an integrated international network of cooperative companies across the major economic centers of the world.

We are dedicated to helping grow our clients' business through Business-Aligned diversity, inclusion, and intercultural expertise. Our practical, proven D&I planning models and technologies build the workforce and workplace that will deliver the business results you need.

Our principals have personally led major corporate diversity initiatives, coached executives, held P&L responsibility, and done product development and R&D. We are expert at aligning diversity and inclusion initiatives with business priorities, measuring results, and managing expectations.

For engagements of any size, MDB Group provides high-quality service focused on business results and emphasizing integrity and client satisfaction. Our D&I consulting services include:

- Building productivity, innovation, and creativity by developing intercultural expertise
- Business-Aligned diversity and inclusion strategies, action plans, scorecards, and websites
- Team building and team development to improve productivity and performance
- Diversity training that achieves specific business results
- Building expertise in communicating and working well with people from different cultural backgrounds using the Intercultural Development Inventory (IDI)
- Conflict management strategies and outcomes
- Executive coaching, briefings, and workshops
- Managing organizational reputation (recruiting, employer of choice, and lawsuit vulnerability)
- Creating productive and supportive workplaces by addressing morale, turnover/retention, innovation, creativity, workforce diversity and representation
- Employee Network Group plans and policies
- Public speaking (diversity and inclusion keynotes, seminars, workshops)

Our client base includes Fortune 100, Fortune 500, small to mid-size, and not-for-profit organizations in many industries including technology, pharmaceutical, consumer products and services, financial services, insurance, energy, telecommunications, food service, beverage, education, and professional service.

MDB Group is easy to reach:

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Your business success is our most important objective.

MDB Group's Perspective

Improving Profitability and Managing Reputation

Through Diversity, Inclusion, and Intercultural Expertise

What are the advantages of diversity in the workplace? Why has diversity become a business imperative? Can inclusion reduce team conflict? The answers to these questions are clear. Today's business environment demands an effective Business-Aligned® diversity and inclusion (D&I) strategy and solution.

Business is about setting objectives and achieving results to meet the needs of customers, employees, and shareholders. This also applies to the public sector, associations, and not-for-profits with different measures of success. Virtually all organizations achieve results through their employees.

In this era of global business and connectivity, achieving sustained success requires the highest possible quality and most effective workforce and workplace. Anything less leaves superior business results to chance and, in today's business environment, is an unnecessary risk with a high cost.

A high quality productive and innovative workforce and workplace won't happen with yesterday's management practices. Your employees must both **be able to** and **want to** contribute to their maximum potential. Attracting and retaining employees who:

- *Are able to contribute* requires a workplace that enables their creativity, innovation, and productivity.
- *Want to contribute* requires that your organization access the full range of talent in the marketplace.

Current trends clearly predict ever-increasing workforce and customer diversity. This holds true for all customers, be they consumers or other businesses. Key to sustained business success, therefore, is building all employees', and especially key executives' and leaders' effectiveness communicating and working with, and understanding the needs of, employees and customers from different cultural backgrounds. Business success is about moving beyond inclusion and building intercultural expertise.

Why then do so many diversity strategies falter? To succeed, they must:

- Be aligned with key business strategies and plans.
- Measure progress in ways that the CEO agrees are important to the business.
- Have the full active support and engagement of the CEO and senior executive team.
- Take account of the organization's readiness and capacity for cultural change.

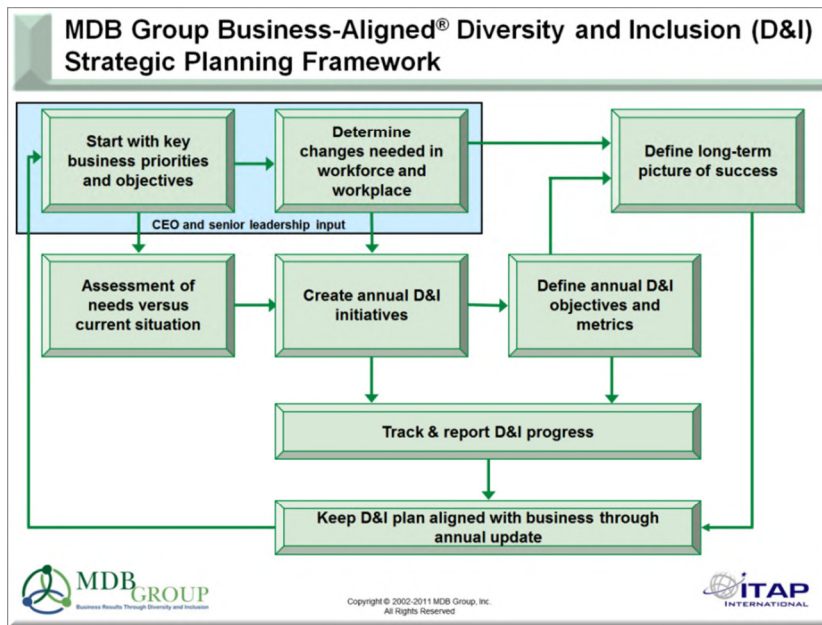
The best organizations have a business growth strategy that builds organizational culture, productivity, creativity, and innovation. They recognize the importance of D&I in the workplace to retention of employees and to long-term business success.

Whether your organization's market is local, national, or global, whether your industry is "old economy" or "new economy", whether you're a manufacturer or a service provider - MDB Group

can help you achieve and sustain improved business results through workforce practices that generate high performance.

Business-Aligned D&I planning is about applying a workforce and workplace "lens" to your key business objectives, to create the workforce and workplace that will grow your organization and help ensure your sustained business success.

The figure below illustrates the complete Business-Aligned D&I strategic planning cycle, which we apply in all our work. To be effective, all D&I work must begin from key business objectives and an assessment to determine the required business-related outcomes. This is as important for designing a complete D&I strategy as for determining the intended learning outcomes of diversity training or a workshop. Assessments may involve simple conversation or more-extensive data collection.



We design the solution best suited to your situation based on the assessment. Ongoing tracking monitors progress. Periodic results assessments analyze this progress and any changes in relevant internal and external business and environmental factors. Adaptations ensure that the D&I work stays aligned with changing business conditions.

Your feedback during all stages helps ensure that implementation goes smoothly and delivers the meaningful business results you need.

As an MDB Group client, your organization will receive the full attention of our highly-experienced principals, all of whom are personally engaged in client work. We use practical, proven D&I methods and technologies. Combined with practical advice and insight, we will help your organization establish or reinvigorate a diversity and inclusion plan that yields meaningful business results. You will realize the full advantages of diversity in the workplace by effectively managing your workforce and workplace.

We seek and value a collegial and collaborative relationship with our clients. We are highly flexible, and we listen to and value all the people with whom we work. We also recognize that we are retained to share and provide our expertise. In our relationship we keep you fully informed, participate in whatever way you prefer, and always seek input and feedback.

Your business success is our most important objective.