

Welcome to the second issue of *Hartz & Minds*, a vehicle for us to share useful ideas and expert opinions on topics related to corporate social responsibility, impact investing, diversity, family philanthropy, nonprofit strategy, and social entrepreneurship!

In the launch of *Hartz & Minds*, we shared the history and philosophy of Corporate Hartz, LLC. This and subsequent distributions will cover one of the themes above. Feel free to access the first issue via [www.corporatehartz.com](http://www.corporatehartz.com).

Issue #2 addresses DIVERSITY as many companies have inquired about it. Culture change can be challenging, but it is critical to move the organization forward.

**First, WHY** is “diversity” a topic for executives well beyond the human resources and talent management functions?

- Good leaders understand that highly functioning diverse groups create the best products and services for a diverse marketplace
- Increasingly, people expect to interact with a variety of people from different backgrounds, experiences, perspectives, and lifestyles
- Correspondingly, diversity can exacerbate difficult situations if leadership and standards are unclear or outright harmful

**Second, HOW** can companies enable employees to cooperate with each other, clients or customers, vendors, and communities?

- Diversity must be defined, valued, fostered, and leveraged. If the stated principles ring hollow, everyone will know it. Authenticity and communications are critical.
- Goals must be aligned with the business and corporate social responsibility strategies – how does diversity empower, expand, and enlighten the entire company
- Programs must be integrated into operations, measurable, and attainable

**Third, WHO** can really make a difference?

- Executives lead by example and everyone should be evaluated on their performance
- Programs can educate and inspire if they embrace the unique value of each individual
- People will internalize the internal and external, explicit and implicit messages – decreasing the cost of doing business and improving results

**Fourth, CAN** community partnerships support diversity’s positive influence? Yes:

- Lead, sponsor, and participate in external civic organizations
- Enable affinity groups within the company to partner with nonprofits
- Establish minority, women-owned, and small business supplier programs
- Seek awards, ratings, and recognition for internal and external validation

As a friend of Corporate Hartz, you are invited to receive this occasional communication and are welcome to forward it to other interested people. One topic will be addressed in each issue, so please give it a chance to broach a subject important to you. Our intention is to reach out to you no more than monthly with RELEVANT insight and USEFUL information. If you prefer not to take advantage of this free counsel, please email [corporatehartz@yahoo.com](mailto:corporatehartz@yahoo.com); we will (reluctantly) remove you from this distinctive group.

Thank you for connecting with me on issues important to your organization.

Jennifer Levine Hartz, President, Corporate Hartz, LLC, 404-285-4725