

Our process usually begins with an open forum discussion with clients and stakeholders. In the conversations, we share best practices from our point of view based on client and personal experiences and establish a degree of commitment.

If together we decide that there is interest in moving forward, we will take back the information, synthesize it and come back to your organization with a proposal.

From our work with world-class companies, we have gleaned best practices into what we call RCF Solutions™, which serves as a beacon that guides our clients towards meeting their success and diversity goals. This intuitive process includes these essential steps:




Corporate Plus®


Call RCF President Carl Satterwhite  
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REALIZING THE  
DIVERSITY DIFFERENCE  
with the 12 point process



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**HAWORTH®**

1.

**Become familiar with “Best Practices” organizations**

Organizations like NMSDC and your regional minority diversity council can help you in accelerating your knowledge base and your program.

2.

**Start at the Top**

Diversity programs only succeed with a passionate champion at the highest rank of your organization. This top-down commitment makes your inclusion efforts more authentic, relevant and competitively advantageous.

3.

**Publicize your Diversity Stance**

Both internally and to the community, publicize the organization's commitment, even if it stretches the reality. It gives you a goal to which to aspire and galvanizes the support.

4.

**Hire or at least promote a Diversity Officer**

This action is one of the most visible and tangible expressions an organization can make to Diversity. Also, make certain that the individual is given both the responsibility and the authority to make changes. Orchestrate public displays of this support so it becomes known that this is a significant part of your culture going forward and not a program “du jour” to be waited out.

5.

**Assess**

Either formally or informally, take an inventory of your present situation. This can include present attitudes, policies that are in place and even who your internal champions and early adopters are. It will point the way for your implementation plan.

6.

**Don't Forget your Sales Force**

Is your sales force your biggest liability or your greatest strength? Your biggest exposure is your sales force, so get them well-versed about diversity so they can best respond to opportunities, bids and RFPs that include diversity criteria. Unarmed, your sales force could eliminate you from consideration at the first round without even knowing it.

Instead of divorcing the two, show them how to sell with Diversity!

7.

**Agree on Metrics**

What does success look like to your organization? What metrics are your customers demanding in terms of diversity? Do these two goals mesh? Set realistic measurements based upon the goals of these important groups.

8.

**Look for Diversity Supplier Coalitions**

One of RCF's strengths is assembling groups of diverse suppliers to match clients' needs. It extrapolates your commitment to a diverse organization. The payoff is a single purchase from the coalition organizing partner, which translates into exponential diverse purchasing with minimal procurement or management headaches.

9.

**Publicize the Successes**

Small “wins” can pave the way for more adoption. Whether it is a sales story or an anecdote on how a customer reacted to your Diversity stance, spread the word so the movement can take on a life of its own.

10.

**Institutionalize**

Once the macro culture change has started, begin to go back to key stakeholders and functional areas to see how the changes can be incorporated into the fabric of the organization. Align with training and standards “establishers” in manufacturing, quality, HR and other departments to make certain that the changes stick and so coaching is there for all.

11.

**Be seen as a Company that “Gives Back”**

Offer to share your experiences with others. It sets you apart and, at the same time, brings you into the circle of enlightened companies that realize that beyond the business case, inclusion and diversity is simply the right thing to do.

12.

**Share the Wealth**

With your suppliers, share your processes, techniques and practices. Organize sharing seminars and opportunities to have them participate in training offerings. You will find the suppliers hungry for the knowledge and it brings them closer in terms of expertise, understanding, standards and coordination with your organization and how you do business.