

Freshman Business Connections
Business Writing Proficiency Exercise
September 2016

Due Date: 11:59 pm, Oct. 12, 2016

Purpose: This assignment is designed with three primary goals: First, writing a business brief will introduce you to professional writing, including concepts like audience, purpose, and the conventions of style in a business setting. Second, this assignment allows you to demonstrate your ability to think critically and to synthesize several different sources together into a recommendation that is more than just a summary of the information. Finally, the third objective of this assignment is to evaluate the writing of the freshman class as a whole to determine where you and your peers' writing is strongest and weakest.

Assignment: Imagine that you work for a large international company. The board of directors is in the process of creating an official employee diversity policy. They have asked you to research current thinking about business diversity programs and to investigate the policies of other large companies. They ask that you write a business brief (around 750 to 1000 words), in which you address the question:

“If we create an official diversity policy, what kinds of programs or initiatives should we include to make it most effective?”

Think about diversity being important to a company's success. Use the research provided to explain why diversity is crucial to a company's success. Cite specific research that supports the answer. Also use the research provided to *explain how other companies address similar concerns*. Investigate the diversity and inclusion policies of several other companies. (A list with links to several companies has been provided.) Note *specific programs* these companies have in place to recruit, retain, and publicize their efforts to increase diversity, and *include these as examples* in your brief. If you quote from one of the resources or refer to specific facts, numbers, or statistics, you must include a citation on the references page. (For instructions, see the APA handout for this assignment.)

***Take note that the Business Communication Center (BCC) is located in WCOB 118A. Our appointment scheduling site is: <https://walton.mywconline.com/>. It is in your best interest that you make an appointment with a tutor before you submit your writing assignment. The BCC will **not** accept FBC related appointments on October 10th, 11th, or 12th, so get started on this assignment as soon as possible!

Resources

Recommended Reading Assignments:

Chapter 4, *Freshman Business Connections*, “Thinking Critically and Creatively”

Chapter 5, *Freshman Business Connections*, “Living in a World of Diversity”

[“Fostering Innovation Through a Diverse Workforce,” *Forbes Insights*](#)

[“Why Diversity Can Be Bad for Business \(And Inclusion Is the Answer\),” by Sebastian Bailey, *Forbes*](#)

[“Millennials Have a Different Definition of Diversity and Inclusion,” by Lydia Dishman, *Fast Company*](#)

[“When to Cite” Guide](#)

Optional Additional Resources

Why building diversity is important:

[“How Diversity Can Drive Innovation,” by Hewlett, Marshall, and Sherbin, *Harvard Business Review*](#)

[“Why You Should Do More Than Just Talk About Workplace Diversity,” by Medina and Gomez, *Fast Company*](#)

How to build and maintain diversity:

[“How to Increase Workplace Diversity” *Wall Street Journal*](#)

[“Uncovering Talent: A New Model for Inclusion and Diversity” by Roberta Matuson, *Fast Company*](#)

[“Embracing Cultural Diversity in a Small Business Environment,” by Deborah Swallow, *business2community.com*](#)

[“Diversity Is Useless Without Inclusivity,” by Christine M. Riordan, *Harvard Business Review*](#)