



## MDB Group News

Dear clients, partners, colleagues, and friends:

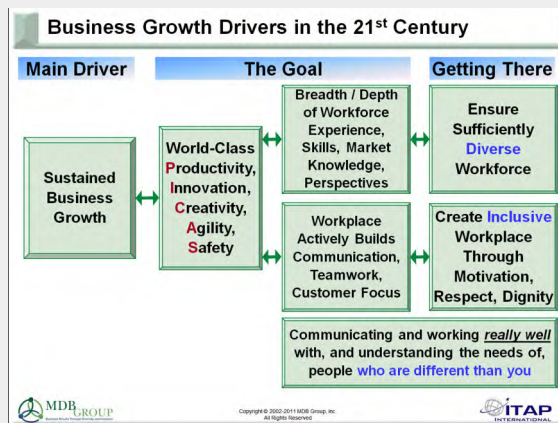
A lot is going on here at MDB Group. We are introducing this periodic newsletter email as another way to share D&I information and MDB Group news. We hope you will find the emails informative and useful. If you prefer to not receive future communications, please use the unsubscribe link at the end of the message.

## Our New Website

The new MDB Group site is now 'live' at [www.MDBGroup.com](http://www.MDBGroup.com)! See the sidebar for more information and visit us soon.

## Mindset Matters!

In many ways. For the D&I CDO / practitioner. For the CEO and senior leadership. For all the employees of your organization. D&I planning must start from your organization's business strategic plan and key objectives. The figure below shows how applying a workforce and workplace lens to your business typically determines that a particular mix of The PICAS Factors© is essential to growing the business.



We are experiencing unprecedented ongoing increases in the cultural diversity of the workforce, customers, suppliers, and regulators. Customers may be consumers or the decision makers in other organizations that purchase your products and services.

So, as the chart shows, communicating and working really well with, and understanding the needs of, people of diverse cultural backgrounds is crucial to your organization's business! (This is a great practical definition of intercultural competence or expertise.) So, Mindset Matters for everyone in the organization!

It is probably no surprise that research and experience show we all over-estimate how well we do this. This illustrates the exceptional importance of intercultural expertise to business success. To read more, visit the dedicated section of our website at [www.MDBGroup.com/intercultural-competence](http://www.MDBGroup.com/intercultural-competence).

April 2011

## Keeping in Touch

We expanded our social media presence. Please visit and connect with us on Facebook, LinkedIn, and YouTube

## Visit Our New Enhanced Website

The site features more media, charts, and content. We added a Media Center and refreshed the section on developing productivity, innovation, creativity, agility, and safety (The PICAS Factors©) through intercultural expertise. Visit the site today at [www.MDBGroup.com](http://www.MDBGroup.com) and share your thoughts about it with us.



## Our New Logo

We adopted a new logo! It symbolizes three people reaching out to and collaborating with each other.

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