



INCLUSIVE LEADERSHIP

Effective Strategies for Diverse Leadership

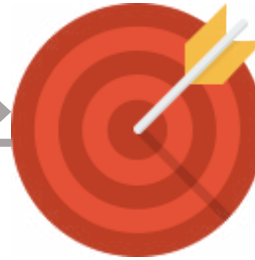
"For landscape architecture to remain a relevant and responsive profession, it must reflect the communities it serves. Greater diversity in the profession will bring new perspectives to its education and practice that increase social equity, creative potential, and profession/community connections."

-ASLA BOT Diversity Statement



CULTIVATE

Cultivating diversity requires openness and respect for unique perspectives and experiences so that your chapter can benefit. Accepting diverse perspectives and engaging in productive candor will yield better results. Having an open mind for a process that is new and at times uncomfortable pays off in the long run. A 2009 analysis of 506 companies found that firms with more racial or gender diversity had more sales revenue, more customers, and greater profits.**



IDENTIFY

Establish criteria for candidates with different perspectives, abilities, and experiences. According to numerous studies, diversity both Inherent (race, gender) and acquired (experience, cultural background) are associated organizational success.* Striving for parity in leadership will position your chapter for success. Engaging with other disciplines within A&E industry can also provide your chapter with new perspectives on local issues facing your community, and widen the pool of leaders you can engage in chapter leadership.



CAPITALIZE

Capitalizing on diversity means highlighting differences instead of hiding differences. Taking advantage of differing viewpoints creates room to highlight the value of multiculturalism as a positive attribute. Diverse leaderships can maintain strong overarching values which are reinforced by the welcoming of different ideas and perspectives on how to achieve those values.



RETAIN

Retaining diverse leaders requires letting them actually lead. By providing a platform for leaders to fulfill their individual potential. Chapters can cultivate leaders who continually innovate. Retaining diverse leaders ensures a pipeline of diverse individuals, reinforcing research that at the root of any leadership development strategy is the ability to be able to see yourself in that which you aspire to be.



* David Rock, Heidi Grant, Jacqui Grey. "Diverse Teams Feel Less Comfortable — and That's Why They Perform Better". *Harvard Business Review*. 2016
 ** Herring, Cedric. "Does Diversity Pay?: Race, Gender, and the Business Case for Diversity." *Sage Journals*. N.p., 1 Apr. 2009. Web. 2 Mar. 2017.

Thank you for reading the Leadership Link. Look for the next issue on **Wednesday, June 14th**; Leadership Links will be delivered to your email on the second Wednesday of every-other month.

Need
Help?

Susanna Butler
Membership Marketing
& Chapter Relations
Manager
sbutler@asla.org
Direct: 202-216-2323