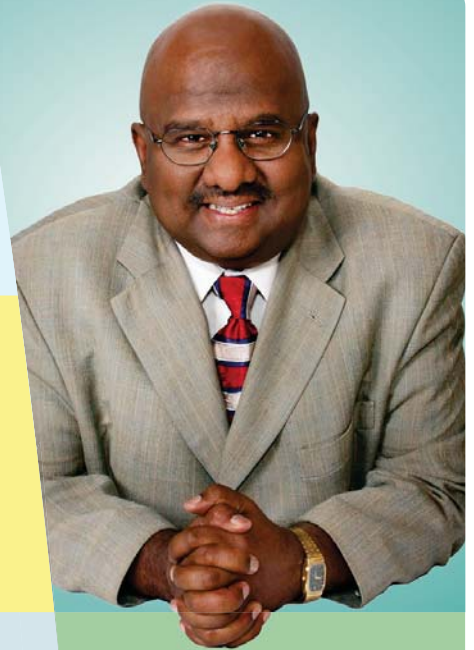




# David McLaren, Ph.D

## Diversity & Leadership Specialist

*Author, Consultant, Trainer & Keynote Speaker*



**"David, your message is important and relevant to our times"**

**- Barack Obama, US President**

**David shares proven strategies to give you and your company increased sales and productivity**

### Topics Include:

- ◆ The Five Most Dangerous Trends Facing Workplace Diversity
- ◆ Four Ways to Increase Profits, Performance & Sales
- ◆ Seven Keys to Transform Workplace Diversity
- ◆ How Changing Demographics Affect Your Business Today & Tomorrow
- ◆ 10 Keys to Cultural Clues, Do's & Don'ts
- ◆ Discover How To Build Inclusive Organizations

**A keynote presentation or seminar with David will help your team:**

- ◆ Increase bottom line profits and establish long-term relationships
- ◆ Penetrate multi-cultural markets with proven strategies
- ◆ Reduce stress in dealing with multi-cultural staff or workforces
- ◆ Learn effective cross-cultural communication styles and techniques
- ◆ Discover how to build bridges with diverse cultural communities
- ◆ Gain new insights about the changing face of our cities

### Credentials & Fast Facts:

- ◆ Author: Diversity Gold: How to Increase Profit & Productivity
- ◆ Founder: The Centre for Multi-Cultural Ministries
- ◆ Two Master's Degrees and a Ph.D in Inter-Cultural Studies
- ◆ Diversity Champion Award nominee in 2007
- ◆ Over 15 years professional speaking experience
- ◆ National Speaker Association since 2007

**Diversity is a goldmine that is here to stay.  
Why not profit from it?**

**David is helping companies increase profit & productivity through diversity**

**EDUCATE:** David is helping companies to increase profit and productivity through leadership and diversity. He speaks five languages, brings a wealth of education, proven strategies, and expertise to businesses, and brilliantly helps companies increase their profits and productivity through diversity.

**EMPOWER:** David's practical insights change and transform people's lives. He combines an entertaining style with custom designed solutions to energize, educate, and empower people!

**SHARE:** David is a highly sought-after keynote speaker, facilitator, and expert on Leadership, Diversity & Inclusion, Change, Productivity, Business Growth, Sales. He consistently energizes, educates, and empowers his audiences.

# Is Diversity a Landmine or Goldmine?

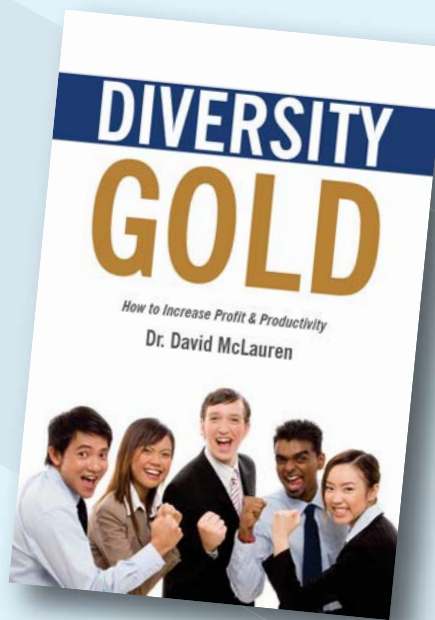
Discover, awaken, inspire, and ignite your team...  
be prepared to see what diversity is all about!

## David's New Book

### Diversity Gold: How to Increase Profit & Productivity

Diversity is a goldmine that is here to stay. One-third of all customers in North America are minorities and by 2042 that number will have increased to a full 50%. By implementing the following ideas, principles, and strategies, I can guarantee your business will grow. Through this book you will:

- ◆ increase bottom line profits, productivity and establish long-term relationships
- ◆ penetrate multi-cultural markets with proven strategies
- ◆ reduce stress in dealing with multi-cultural staff or workforces
- ◆ learn effective cross-cultural communication styles and techniques
- ◆ discover how to build bridges with diverse cultural communities
- ◆ gain new diversity insights, tips, trends, and take-aways



## David has helped many companies, including:



## TESTIMONIALS:

### PROFESSIONAL LEADERSHIP CONFERENCE, DALLAS, TEXAS:

"David's presentation was timely, relevant, and well received by conference attendees. His combination of fun insights, inspiring stories, relevant examples, and customizations made him a wonderful speaker for our conference."

### CHANDLER CHAMBER OF COMMERCE, CHANDLER, ARIZONA:

"While you came highly recommended to us, your powerful presentation topped our expectations. It inspires people to take action"

### MANAGING DIRECTOR HR LEADERSHIP CONSULTING:

"Wow, David McLauren was different. His thoughtful, substantive program was filled with solid business advice from someone who has clearly been there and done that. Plus, he made the learning fun so we would remember and apply it. His performance dazzled me."

### BUSINESS IMPROVEMENT COUNCIL, VANCOUVER, CANADA:

"David really opened my eyes. He knew more about my clients than I did. His presentation had a positive impact that reflected in increased performance and results."

## CONNECT WITH DAVID

