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**Diversity, Multicultural Marketing & Consumer Trends Expert**

<http://www.kmprod.com/speakers/speaker-kelly-mcdonald>

## Bio

From ethnicity to social class to generational differences, today's society is increasingly diverse. **Kelly McDonald**, considered one of the world's top experts in multicultural marketing and consumer trends, shows audiences why diversity is a business opportunity, and explains how better understanding your employees, your customers, and your community can lead to big dividends. [morelink]

## Topics

### **Crafting the Customer Experience for People Not Like You**

Deliver a better business experience, for every kind of customer.

This session will show how companies, brands and products struggling to differentiate themselves in a sea of sameness can foster long-term loyalty and brand preference with exceptional and customized customer service. [morelink]

### **How to Market to People Not Like You:**

## The New Market Segmentation

Our marketing environment has become more complex, and consumers have become more sophisticated. Diversity marketing is the new norm, and this doesn't simply mean racial diversity. Diversity comes in many forms: gender, race, age, lifestage, language preference, sexuality, and hobbies or special interests are all ways in which people's differences are recognized. [morelink]

## How to Work With & Lead People Not Like You

We all know that a diverse workforce leads to better decisions and solutions – it has been proven to grow business and profits. But when the person in the next cube of office is different from you, friction may arise. Different people may not see eye-to-eye on an issue. They may have vastly different approaches to work. Their communication styles may be very different. Their comfort in working with technology may be miles apart. They may see work as a formal environment or one that is casual. They may even have different reasons and motivations for working in the first place. [morelink]

## Come Together: Generational Differences and How to Effectively Work with Someone Much Older or Younger than You

Why don't Boomers realize there's more to life than work? And why don't Millennials realize that their 5:0pm yoga class does not take precedence over a client deadline? What happened to "paying your dues"? Why doesn't my supervisor praise me and appreciate me for all the great things I do every day? [morelink]

## How to be a Culturally-Ready & Culturally-Friendly Employer: Insights into Your Diverse Workforce

The U.S. population is increasingly diverse, and in some industries, the composition of the workforce is 70% minority. The shift in demographics is a permanent one and brings many changes to our society and our workforce. These changes also bring unique challenges to employers and workers as values sometimes differ between various cultures. [morelink]

## **Assertive Leadership for Women:**

### How to Move the Business Forward with the Teams You Lead

“Assertiveness” is a widely misunderstood characteristic. Some interpret it as being “bossy”; some interpret it as “standing your ground” or “speaking your mind” and some interpret it as “taking charge” or being aggressive. [morelink]

Kelly McDonald is represented by K&M Productions. For more information, Kelly McDonald's speaking schedule, **fees & booking Kelly McDonald contact us.**