

BUSINESS BOOK REVIEW

How to work with and lead people not like you: practical solutions for today's diverse workplace

By Kelly McDonald

The people you work with increasingly come from different generations, cultures, races, or gender-identities, or they may have different approaches to work-life balance. But regardless of the make-up of your workforce, to effectively move your business or organization forward, it becomes increasingly important to harness the advantages of diversity to bring constructive synergy to differences in perspectives, approaches, skills and personalities.

McDonald's short guide to working with people not like you helps you identify the important challenges that come with diversity and suggest ways to help turn a hurdle into an advantage so you or your team can do more with a higher degree of success.

Simple real-life examples illustrate strategies for communicating with people across cultural and other barriers. Practical methodologies provide tools for breaking the ice, getting buy-in from your employees and becoming a role model in having those difficult, but constructive conversations.

Kelly Macdonald has been featured as an expert source on CNBC, in BusinessWeek, and on CNNMoney.com. Her marketing company has twice been named one of the top advertising agencies in the U.S. by Advertising Age magazine.



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