



# BusDev Solutions

Business Development for a Resilient Future

## BUSDEV SOLUTIONS BLUEPRINT FOR UNLOCKING THE POWER OF DIVERSITY

At BusDev Solutions, we frame **diversity** through the **prism of talent / methodology / viewpoint / creativity / innovation**. Companies that employ individuals from different backgrounds (diverse by any number of metrics including gender / cultural / racial / economic / educational / social) and encourage them to participate / contribute their particularized talents, benefit in multiple ways. Companies with policies enacted on the personnel / management / board level to attract / support a **diverse workforce**; promote a sharing of **diversity of thinking / experiences**; and otherwise create an environment of **continuous learning** generate increased productivity / performance, competitive differentiation, greater market share, and accelerated innovation / growth.

Our **process of exploration / reframing toward opportunity** starts with building trust within a safe, respectful forum that allows for understanding / acknowledging shared interests as well as particularized contributions. As organizations identify these newly discovered / acknowledged cultural competencies and new company values, we will help them develop new stakeholder relationships. For those that need to grieve for the loss of an image or past and other more specified needs, we stand ready to support them with training / tutoring / mentoring.

Strategies for unlocking the benefits of diversity can also be employed when **parties are at cross purposes / differing positions / in contention**. Disagreement can arise in many forms—over an economic development / real estate project, a new company seeking to break into an urban market, or how best to realize certain community priorities. BusDev Solutions utilizes a similar process of exploration and reframing: **understanding / sharing divergent interests** as well as **identifying common interests**; developing a **cooperative framework** for parties to mutually benefit through short-, intermediate- and long-term timelines and broader definitions of investment; and **institutionalizing mechanisms** that ensure continuing dialogue, accountability and long-term commitment. Once the parties achieve a successful outcome, they can expect to have continuing collaboration.