Managing Cultural Diversity When Opening a Miami Company Office

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Introduction

The business environment is consistently evolving with the innovation of new management challenges and trends. The change often creates difficulties for the status quo in an organization. In such a competitive market, entrepreneurs and a diverse workforce are essential to cope with the changing tasks of the organization. The human resource wing of the company will have to manage the affairs by recruiting labour from different backgrounds. Similarly, the opening of a new company office in the city of Miami, which has a diverse culture and geography, also poses challenges for management in formulating technical strategies. The business strategy must incorporate people from different ethnicities to deliver according to the demands of the community. The training, evaluation and assessment of the existing staff can improve the services and management of the company.

Discussion

Various factors contribute to the propagation of the change in the company. It can be catalyzed by the change agents and also from top to bottom. Innovative ideas play a crucial role in driving the phenomena of change. The concept regarding the companies is well known to all the management staff and executives, who need to innovate according to the market and environmental competitiveness. Similarly, innovations have different forms. Some of them are discontinued, and those are dynamically continuous innovations. Those companies, whether in Miami or outside the city, that do not innovate cannot upgrade their supply chain.

In the same way, corporations that do not move their supply chain are not able to remain competitive in any city or market. Companies always require innovations in adopting their particular strategy and business policies. The sudden or dramatic changes that happen in the business, along with the changes experienced by consumers, are often driven by innovation. Those changes that impact the business of the company are discontinuous innovations. When the company refines its market, it will cause gradual and incremental innovations. The purpose of such changes is to adjust to the demands and expectations of the consumers. For example, in Miami, the company will have to modify its services and processes so that they can meet the needs of people in the city.

The corporation sometimes adapts to the changing environment and conditions of the market and tries to adjust according to the situation at hand. Such a change would be dynamically continuous innovation (Colbert, 2016). The purpose of these changes is to tackle the trends and to have a positive impact on the psyche of the consumer. The prerequisite for change management is innovation, and without it, the corporation will have no benefit. For example, in Miami, with the new office, the company can explore by incorporating the preferences, likes, and needs of the people into the products and services. If it changes its motto and makes abrupt changes, it will harm the business, and it will be a discontinuous innovation.

Those companies that strive to remain the best in the global market are mostly concerned with change. The innovative and updated teams of the said companies, like 3M, keep the competitors on their toes and provide happiness to the consumer. The exemplary and emulated changes by these corporations are lessons for others to follow. Similarly, managing diversity is one of the critical challenges for any organization. We have the example of the company management and the VP of human resources who are opening their new office in Miami. The city of Miami is one of the diverse cities in the United States. The city ranked seventh with respect to cultural, religious and ethnic diversity.

The city of Miami is a global city with increasing cultural interchange, political engagement and business activity along with the exchange of information. How will human resources manage the issue of diversity in such a competitive and globalized city? It is a big challenge for the management to devise a strategy that can efficiently cope with the problem. The human resource wing of the company can take the diversity management assessment. The fundamental aim of the evaluation is to find certain gaps in the company's operations and business. By highlighting the practices that exist and revisiting the opportunities for improvement, the company can quickly overcome the issue of diversity in the city of Miami.

Three entities are mostly responsible for handling the tasks, especially in diverse cultures (Goetsch, 2014). The human resource managers, owners of the business, and those managers in charge are the factors that can complete the assessment process. The phenomenon of evaluation is necessary and essential for every public or private sector organization. For the management, certain factors and core areas of the assessment can contribute towards the new business plan for Miami. The support and commitment of leadership or managers and the analysis of the importance of diversity management are the first core factors.

The second criterion for the assessment would be the policies and practices of the staff and their requirements. It will also include performance and development management. The third core factor that influences the diverse workplace strategy is the creation and development of an inclusive and harmonious workplace. Similarly, tracking and monitoring for performance effectiveness are also primary elements that revolve around the management of diversity in the organization. The human resources will have to recruit those individuals who are most suitable for the jobs regardless of their ethnicity and cultural background. It will help the company in Miami to have a harmonious, diverse

workforce. Explaining the impacts that might influence the outcomes of the business is also essential to remain successful and competitive in the international business market.

The assessment in analyzing and managing a diverse workforce is essential for the growth and progress of the business. Especially in a new environment or in a competitive business market like Miami, it will help and provide a lot of benefits to the owners of the business. Similarly, along with the assessment, the role of technology is crucial for innovation and the upgrading of the industry (Hunt, 2015). Technology is important in driving change management. With the rapid advancements and growth in the global market, management of the companies must realize the need to implement quick changes. Technology, in this regard, provides a means to accomplish the task. Bringing new products by applying fast methods can meet the quality demands of the consumers of Miami.

Companies are also required to drive out unnecessary products and take administrative steps to save costs and precious time. The implementation of technology will assist the company in managing the change operations. One of the critical challenges for the technical staff and the leaders is shifting from projects to cost-reduction projects, which can develop innovative products. It will also affect the cost and will drive the revenue for the company. In the present era of modern technology, automation allows companies to use internal support to identify the departments' functions. The company can further use advanced technology for other cooperative purposes.

The company can outsource administrative operations by using technology. The management will have to consider the return on the investment spent on the installation of the technology. The manager must evaluate the expensive technology before installation if it provides benefits to only a few members of the staff. The company places the decision-making process at the optimal level by using advanced technology. The cost could be saved for the company if it used technological means in the logistics and purchasing transactions. Advances in technology and communication will ultimately benefit the company by enhancing the relationship between suppliers and customers. The companies will have to look at future changes rather than take advantage of the present technological facilities.

Those companies that are opening their business in Miami and focusing only on profit might miss the chance to implement some needed changes, which could affect future profitability (Martins, 2016). The five-year strategic plan must be revisited every 12 to 18 months. The reexamination of such policies will influence the performance of the company in diverse cities like Miami. The organization must also manage the possible scope of the changes. In the same way, the internal cultural differences will require successful integration with advanced technology. Management can tailor decisions to the fast-track changes that occur in the business world.

The diverse workforce will provide a number of benefits to the company. When human resources hire males or females from different backgrounds, they will have distinct images in their minds. The phenomenon of diversity in the labour force of the company is far more than just hiring people of different ages, ethnicities, and cultures. Every individual with their background will bring innovative

ideas to the forum of the company. The recruitment of different individuals in the organization provides creativity along with a range of ideas and perspectives. In the same way, these people also offer various talents, skills, and experiences to help the company progress and develop.

The skills and the services of people with diverse backgrounds enhance the performance of the company. The crossover of the skills while interacting with each other will ultimately benefit the new office of the company in Miami. The new company will have to hire those people who fit the respective services in the organization. Through the variety of skills, labourers can learn from each other and enhance their experiences. New ideas can be born from the shared experiences of employees with diverse concepts and working styles. It will ultimately create innovative suggestions and useful feedback (Peretz, 2015). For example, if one person is generating new ideas, another will execute them with his/her experience. It becomes necessary for the worker to play to one's strengths and cooperate with other members of the diverse team.

Language and cultural obstacles are always tricky for a company when expanding its business to other parts of the world. The company is opening its new office in Miami, and it will need a diverse workforce. The problem can be overcome by hiring people with different languages and cultures, which are readily available in Miami. The employees of the company will assist their management in broadening their business in the global market. They will also help their company interact with diverse clients in the international market. Representation of different nationalities makes the company more relatable. Similarly, having people from various backgrounds will help the company progress smoothly and attract clients.

With the rise of vacancies, the number of candidates for particular positions will ultimately rise, and it will allow the company to hire persons with exceptional abilities. It will also help the corporation with employee retention. People are mostly interested in working in a diverse environment. They prefer to be treated with equality. The inclusivity in the atmosphere of the company will enhance the comfort and happiness of the employees. Similarly, equal treatment of all the workers will encourage them to provide the best possible services. With the high morale of the team, the company will have more productive employees. The company might face severe lapses in overall performance and functions with inequality among the employees.

Studies show that people are more convinced by companies that hire a diverse workforce. These people are sure that the corporation will not employ discriminatory practices among the employees. The workers with increased potential want to know whether their employer's treatment is fair or not. The company, while starting its operation in Miami, can attract new talent and retain the existing talent due to the diverse, high-level workforce. According to Rob McInnes, a homogenous group of corporations no longer represents the top talent in the company because of the employees who serve people from different backgrounds and life experiences.

Conclusion

In conclusion, international business is significantly evolving and creating challenges for the human resource management of corporations. The opening of the new office of the company in the diverse cultural and geographical city of Miami will challenge the abilities and strategies of human resource staff. The managers will have to adopt such a strategic policy that incorporates the cultural and ethnic workforce of the city of Miami. The company will also have to manage innovative trends that are influencing the status quo of the corporation. Proper training, along with the assessment of diverse labour, can overcome the challenge of change innovation in business management.

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