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FOR IMMEDIATE RELEASE

Diversity in the Consulting Profession: A New Business Imperative But Widening Divide
DIVERSITYCONSULTNET.COM™, a New Professional Networking Site for Women and Diverse Consulting Professionals, Seeks to Bridge this Divide and ‘Transform’ the Face of Consulting

Changing workforce demographics have placed new demands on consulting firms. According to the U.S. Census Bureau, non-whites represented more than one-third of the U.S. population in 2010 and will represent close to half of the U.S. population by 2050. Additionally, not only did the Hispanic-American population become the largest minority group in the U.S. in 2010, but by 2050, the ethnic minority share of the workforce is expected to reach 28%, up from 22 percent in 1990, and 18 percent in 1980 (Source: Consulting Mag.com, “Consulting’s Untapped Talent Source”, Tonie Leatherberry and Kiran Uppuluri, 10/25/2007). These demands have been exacerbated for consulting firms by heightened business globalization and the need to have talented and diverse workforces that can partner with clients around the globe.

No longer is a focus on and commitment to workforce diversity and inclusion an option for consulting firms, but it has become a business imperative. Whereas many consulting firms have long touted their focus on and commitment to workforce diversity and inclusion, consulting firms’ initiation of diversity and inclusion councils, launching of a myriad of diversity programs, and establishment of a host of different affinity groups can best be characterized as lip-service. Whereas said councils, programs, and groups have served largely to build diversity and inclusion awareness, they have done little to shift the fundamental workforce paradigm of women and diverse consulting professionals being grossly underrepresented at the more senior levels of consulting firms.

Although Whites account for just over half of the general population, they account for almost 80% of the U.S. consulting workforce (Source: Consulting Mag.com, “The Emergence of Diversity Initiatives, 12/14/09). And, whereas women account for nearly 47% of the U.S. workforce, they account for only about 28% of the U.S. consulting workforce (Source: Consulting Mag.com, “The Emergence of Diversity Initiatives, 12/14/09). Most telling and notable is the fact that minorities did not even rate a statistically significant presence within the partner ranks among “typical” consulting firms in a 2009 study of 58 consulting firms conducted by the Association of Management Consulting Firms. The evidence clearly

suggests that limited progress has been made with respect to closing the widening divide between white males in the consulting profession and women and diverse consulting professionals.

Launched on September 30, 2011, DIVERSITY CONSULTNET.COM™ (www.diversityconsultnet.com) is a professional networking site for women and diverse consulting professionals that seeks to bridge this divide. The vision for DIVERSITY CONSULTNET.COM™ is to transform the ‘face’ of consulting by enhancing the recruitment, placement, and advancement of women and diverse consulting professionals. To this end, DIVERSITY CONSULTNET.COM’s™ mission is to facilitate the professional networking, development, and growth of women and diverse consulting professionals by helping these groups ‘connect the dots’ and form meaningful professional ‘links’.

DIVERSITY CONSULTNET.COM™ is not your typical professional networking site. It has been designed to cater to the specific needs of its niche, target audience of women and diverse consulting professionals and offers a host of services and simplified steps for members to build their networks, availability of industry and topical content/news feeds, and access to a robust jobs database. DIVERSITY CONSULTNET.COM™ offers a compelling value proposition for its professional and business members that includes the ability to expand one’s professional network and knowledge and skills, accelerate one’s professional development and advancement, and its businesses to reach their diversity and inclusion goals by tapping in to a captive audience of diverse consulting talent.

In today’s Internet era where social and professional networking has become the norm, value creation has largely come to be measured by number of connections, friends, tweets, and likes. DIVERSITY CONSULTNET.COM™ offers a refreshing breathe of fresh air and a new spin on conventional social and professional networking. As the site continues to grow and evolve, DIVERSITY CONSULTNET.COM™ will seek to measure Networking Value Creation™ in terms of members contributions to others and their own growth and development while rewarding members for the level of engagement on and loyalty to the site. Stay tuned as we believe that DIVERSITY CONSULTNET.COM™ will not only ‘transform’ the face of consulting but also conventional social and professional networking as we know it today.

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If you'd like more information about this topic, or to schedule an interview with Darryl Ayers, please call Darryl at 202-230-4134 or e-mail Darryl at dayers@diversityconsultnet.com.