

Cultural Diversity in Action



Marie Moynihan
Director of Human Resources EMEA

Why is Cultural Diversity important in Dell?

Talent

Globalisation – Expansion & Efficiency

Customer Experience



Dell Ireland Embrace all Cultures

Cherrywood

- *61 nationalities*
- *45 languages*
- *1,350 employees*

Limerick

- *47 Nationalities*
- *30 Languages*
- *3,000 employees*



Cultural Mistakes



**Eat your
fingers off!**



No Alcohol!

Cultural Diversity Focus Points



Recruitment

Policies

Induction

*Workplace
Environment*

Education

Its China Day on 1st of October and to celebrate, Craic agus Ceol is hosting Chinese Day this Thursday (the 2nd) in the canteen with genuine Chinese Food and Decorations!



Dell Celebrates...

Australia 26th Jan
New Zealand 6th Feb
Ireland 17th March
Greece 25th March
South Africa 27th April
Poland 3rd May
Italy 2nd June
Russia 12th June
USA 4th July
France 14th July
Brazil 7th Sept
China 1st Oct
Spain 21st Oct
Algeria 1st Nov
Thailand 5th Dec



Buddy System

Nuacht

National Holidays

Translators key events, HR, payroll docs

Prayer rooms

Flexible Working

Intercultural Awareness training

Practical Initiatives

International Days

Canteen

Sports & Social

Language classes

What are our challenges?

- Ask do not presume
- Accept we all have natural bias
- Unlearn our stereotypes
- Real leadership to set the agenda
- Engage hearts and minds
- Leadership Style differences
- Practical action makes the difference

