



# PROPOSAL KIT SAMPLE

## Awareness and Sensitivity Training Proposal Sample

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Michelle O'Connell  
HR Manager  
Topp Software  
917 Circle Drive  
Lincoln, NB 68524

Ms. O'Connell,

Thank you for your inquiry about our sensitivity and awareness training services.

With the increasing diversity in the modern workplace, this type of educational training makes a major difference in employee satisfaction and performance, thus allowing a company to retain its most valued employees. Understanding and practicing sensitivity to cultural and gender issues enhances an employer's ability to create a friendly work environment for all employees, as well as protecting employers from lawsuits alleging discriminatory practices or hostile work environments.

We believe that the materials enclosed in this proposal should provide Topp Software with all the information you need to move forward and schedule training.

We will call you to schedule a meeting on November 15. Thank you for your consideration and for putting your trust in Steen HR Training Solutions.

Sincerely,

Aidan Steen  
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Steen HR Training Solutions  
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# Proposal

## Sensitivity and Awareness Training for Topp Software Employees

Prepared for: Michelle O'Connell  
HR Manager

Prepared by: Aidan Steen  
Training Coordinator





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# Introduction

Your request is for a training program for Topp Software's employees and management, as well as a review of company policies and procedures.

We believe that you'll agree that we have designed training seminars that are both functional and fun. When your employees attend our sessions, they'll come away with a better understanding of differences and more committed to working together for the benefit of the company and the advancement of their careers.

As an example, our role-playing exercises are especially educational, as men play the roles of female employees and ethnic minorities switch places with others. We laugh a lot at ourselves in these sessions, although the topics are serious. Everyone learns by participating, observing, and discussing. Many of our participants talk about how much our awareness sessions changed their points of view about their co-workers.

Managers must be trained in their responsibilities to promote a safe and friendly workplace for all. Together, we will explore the best practices for making this happen.

Inclusionary policies and procedures must become part of Topp Software's corporate culture. Together, we will ensure your company's success in a respectful environment that is comfortable for all.





# Needs Assessment

The Topp Software HR Department has identified the following issues within the company.

Topp Software's employees are predominantly white and male. There are only two women in management, and only five men from minority groups. Most women leave the company within five years; most minorities average only three years of employment with Topp Software.

When departing employees are asked in exit interviews why they are leaving, both women and minority men cited better opportunities for advancement elsewhere. When pressed, a few described Topp Software as an unfriendly environment. Two allegations of discrimination against Topp Software have been settled out of court in recent years.

Topp Software has recognized an urgent need for change, and management has expressed a desire to create an environment that encourages diversity. Steen HR Training Solutions offers precisely the training needed for Topp Software's employees and management.

## Needs

Topp Software needs to create a work environment that encourages hiring and retaining employees of all genders and ethnic backgrounds.

## Market

Topp Software competes in an international market. Establishing a diverse workforce with multicultural leaders in key positions will help Topp Software gain market share in all countries.

## Solution

Steen HR Training Solutions will provide seminars that enhance awareness among employees. We will work with management and Topp Software's HR department to establish procedures that encourage recruitment and retention of a diversified workforce.







# Goals and Objectives

Topp Software recognizes the need to hire and retain a more diversified workforce. First steps in this process are to educate all employees and management about multicultural awareness and benefits of inclusion, and to incorporate new policies that will promote more diversity.

The goals stated by Topp Software are:

*Many employees are unaware of the stagnation that results when diverse viewpoints are not included in workplace discussions.*

- **Educate all employees about the benefits of diversity and inclusion**

Many employees are unaware of the stagnation that results when diverse viewpoints are not included in workplace discussions. Steen HR Training Solutions's training will remedy this by citing case studies of how productivity and profits improved after more varied input was encouraged within companies.

- **Promote social awareness about multicultural issues**

Most Americans are educated only about the norms within their own cultural groups. Steen HR Training Solutions's seminars will show how men and women communicate differently and how some established work practices may be offensive to certain ethnic groups. Role playing exercises that demonstrate these differences are often the most eye-opening parts of our seminars.



- **Educate management about how to create a diversity-friendly work environment**

Steen HR Training Solutions's seminars for managers and HR specialists will show Topp Software's managers and HR staff how to include all employees and support paths of advancement for a diverse workforce.

- **Establish procedures and standards within the company policies to promote diversity and inclusion**

It's not enough to simply talk about awareness and inclusion. Every company should have written policies that guarantee protection for diversity. Steen HR Training Solutions will work with Topp Software's management and HR staff to revise the company manuals and establish procedures to put new practices into effect. This will help protect the company from discrimination charges and hostile workplace lawsuits.

### **Summary**

Topp Software has identified the need to foster a more diversified workforce. Steen HR Training Solutions is uniquely qualified to help Topp Software do exactly that.







# Mitigation

Topp Software has twice been sued for discrimination. Steen HR Training Solutions plans to address this issue in the following ways:

- **Analyze the situations that led to the allegations**

Steen HR Training Solutions plans to study the case histories of these two situations and if possible, interview those involved to get a clear idea of how and why these cases developed.

- **Interview Topp Software's women and minority employees**

It's always best to get real information rather than rely on speculation. Steen HR Training Solutions plans to interview all female and minority employees in comfortable, confidential sessions to gain insight into specific problems within the company.

- **Establish written procedures to protect diversity and encourage inclusion**

Incorporating anti-discrimination and diversity encouragement standards and procedures into all corporate literature will help promote an image of inclusion and protect against lawsuits in the future.

- **Review company hiring and promotion standards**

Topp Software would benefit greatly from quickly hiring and promoting qualified women and minorities. Steen HR Training Solutions can advise Topp Software management on how best to accomplish that.

## Notes

Steen HR Training Solutions personnel will work closely with Topp Software's management teams to create a safer, friendlier and more supportive work environment for all employees as quickly as possible.



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