DIVERSITY INNOVATION

Changing the Conversation

Diana Mendes, AICP, HNTB Mid-Atlantic Division President
1918 travel modes
Brag about **horsepower**

Run a new car **through its paces**

Fix an engine that **bucks**

Ride **shotgun**
Words define our world

Horse-less carriages
Driver-less cars
Conductor-less trains
Wire-less telephones
diversity
noun 

diversity

a range of many people or things that are very different from each other
In transportation, we tend to use this term...

Diversity brings new ideas, fresh perspectives
“disadvantaged”
[USDOT’s] Disadvantaged Business Enterprise (DBE) program is designed to remedy ongoing discrimination and the continuing effects of past discrimination…

…to level the playing field by providing small businesses owned and controlled by socially and economically disadvantaged individuals a fair opportunity to compete…

African Americans, Hispanics, Native Americans, Asian-Pacific and Subcontinent Asian Americans, and women are presumed to be socially and economically disadvantaged.
Diversity: Reframed

Remedy discrimination
Level the playing field
Fair opportunity to compete
Presume a disadvantage
Diversity: Reframed

Remedy discrimination
Level the playing field
Fair opportunity to compete
Presume a disadvantage

Create client preference
Play at a higher level
Compete better, win more
Presume hidden value
innovation

noun

the introduction of new things, ideas or ways of doing something
Reframe and reinvent
Imagine innovation
Diversify to deliver
Engage to evolve
Diversity
Innovation

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