

Activity: Testing your knowledge of Ethos, Logos, and Pathos

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Topic: DIVERSITY AND INCLUSION IN THE WORKPLACE

Claim/ Proposition/Argument: ALL ORGANIZATIONS (PROFIT AND NON) SHOULD BE ACTIVELY IMPROVING THE DIVERSITY AND INCLUSION WITHIN - ON ALL LEVELS.

Ethos:

As a Black female American, I have witnessed highly qualified individuals in my family not get the high-end job due to competition with a White or Asian American that was just as or less qualified. I am confident that many organizations adapt to these same practices of choosing the white man for the c-level position in the workplace instead of others and have done so for many years; it must come to an end.

Logos:

McKinsey and Co consulting firm say that, "Diverse teams are more innovative- stronger at anticipating shifts in consumer needs and consumption patterns that make new products and services possible, potentially generating a competitive edge".

Pathos:

Diversity and inclusion in a business is so necessary. If organizations took it more serious and organizations begin to adapt to a new way of inclusivity of all genders and all races for these different high paying jobs; it will allow young Black girls like me to have hope after completing my years of education; that I one day I could be a CEO of a fortune 500 company. Active implementation of Diversity and Inclusion gives hope for the future.

