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## SHARE YOUR KNOWLEDGE AND EXPERIENCE

There is more than one frontline in the war against COVID-19. Obviously, our thoughts, prayers, and support go to the medical and EMS everyday heroes. At SCORE, we are also on the frontline fighting to keep Main Street America in business. If you believe that you can help a small business with advice and mentoring through tough times, please consider joining us.

In these uncertain times small businesses in our local communities are facing unprecedented challenges. An ever-growing number of business owners and entrepreneurs are searching for resources to help them simply survive.

This is where SCORE TriCounty comes into the picture. Now more so than any recent time, our volunteers are hard at work side-by-side to assist small businesses through education and mentorship.

As our requests for assistance remain steady, so is the genuine need for more qualified SCORE volunteers. If you are recently retired or thinking about retirement and are looking for ways to give back to your community, then becoming a SCORE volunteer just might be a rewarding fit.

Think of it! You can become an important part of making somebody's dream come true while enriching your own life. Aside from our core foundation of personal mentoring, SCORE offers several areas of volunteering that makes it easy for someone to choose how they will serve as a team member.

If you think all this sounds like pursuing, then please reach out to us! We are ready to connect with you.

Email us at [tricity@scorevolunteer.org](mailto:tricity@scorevolunteer.org).

We look forward to hearing from you because YOU CAN MAKE A DIFFERENCE!

Since 1964, SCORE "Mentors to America's Small Business" has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty. You can call 610.327.2673, email [tricity@scorevolunteer.org](mailto:tricity@scorevolunteer.org) or visit the website at [www.tricity.score.org](http://www.tricity.score.org).

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## Ask SCORE

# 5 BENEFITS OF HIRING A DIVERSE WORKFORCE



Not only is variety the spice of life, but it also holds a lot of value for small businesses. Hiring a diverse workforce—a staff that's inclusive of people from different cultures, capabilities, religions, ages, educational backgrounds, political affiliation, sexual orientation, and personalities—can bring new perspectives and insight to your company.

## Advantages of Diversity in Your Business

Diversity means more than and has benefits far beyond being legally compliant with hiring processes that don't discriminate based on age, race, gender, national origin, and disabilities.

### Greater degree of creativity and innovation

When you have a team of individuals who come from different frames of reference, you gain fresh ideas. That can help spark innovation in product development, customer service, marketing, and sales.

### Enhanced productivity

A diverse team can help improve your business's efficiency. Employees that feel included and happy in their roles will naturally focus better and produce quality work. Also, when staff members embrace each other's individual strengths and collaborate on ways to pool them to improve processes, your company can get more done in less time.

### Positive public image

While a number of factors will influence how the public at large views your business, positive P.R. from being known as an inclusive organization will further enhance your brand reputation.

*(Continued on page 20)*

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# Crisis in a Crisis: What To Do Next

## Coping with a medical crisis during the pandemic.

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## Ask SCORE

(Continued from page 19)

### More attractive to top-notch talent

Attracting high-quality employees is another advantage of being known for a company culture that embraces diversity. And employees that feel welcome and comfortable in their workplace have greater job satisfaction and loyalty.

### Expanded market

With communities more diverse than ever and because technological advances have made it more feasible to do business globally, a diverse workforce can open the door to new opportunities. Having people who know different languages and understand different cultures can position your business to serve variable demographic and geographic markets more successfully.

### Where Should You Turn For Help?

As you aspire to build a diverse working environment for your small business, contact SCORE to talk with a mentor. SCORE volunteers have experience in and knowledge about all aspects of starting and running a business. Besides offering valuable guidance and feedback, they can connect you with human re-

sources professionals that can help you in your efforts to create an inclusive workplace.

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