



Blue Cross and Blue Shield of Minnesota Diversity mission statement

- We will recruit talented employees across a broad range of human attributes, who in turn will help us shape our future success.
- We will develop our employees by giving them every opportunity to be the people that they want to be, making full use of their gifts, passions and abilities. We will ensure that all our employees feel included and able to fully contribute to Blue Cross' continuing success.
- We will be forward thinking in our business approach. As we develop new generations of Blue Cross customers, we will ensure that our workforce diversity is visible and promoted fully to the communities we serve, to help build customer commitment.
- We will strive to be both culturally sensitive and respectful of human differences, as well as similarities, in our employees and our members. We will never lose sight of our common humanity. We will respect each other.

Definition of diversity

Diversity is the variety of human differences that are brought to the workplace and these can be either attributes (such as physical characteristics) or behaviors (how we think, what we value or believe in, how we resolve conflict, etc). Generally, attributes (sometimes called 'primary dimensions') cannot be changed, though there may be exceptions. Generally, behaviors (sometimes called 'secondary dimensions') can be changed, though again there may be exceptions.

Diversity can be beneficial in terms of the creativity and energy that comes from different experiences and ways of thinking and acting. However, it can also present challenges when styles or beliefs or experiences are different and have the potential to create conflict or mistrust. The best way to 'manage diversity' is by 'inclusion.' By being open to all ideas, knowledge and perspectives, we invite everyone to participate and use their talents to the fullest. It is based on respect for our fellow human beings and the desire that Blue Cross has for all its employees to be fully engaged in their work, to ensure our continuing business success and to 'live life well.'