

**FOR IMMEDIATE RELEASE**  
**White Plains, New York**  
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**diversityDNA llc Releases First-of-a-Kind Diversity Web App: diversityDNA™**

**diversityDNA llc** announced today the availability of a unique web app **diversityDNA™**. The web app represents a new approach to understanding, managing, and leveraging diversity in organizations. The app, which grew out of the top-rated HR phone app, “diversityDNA: the mini cultural diversity training,” offers a range of tools that enable organizations and individuals to understand interpersonal differences and constructively manage those differences. By responding to a short set of easy-to-answer questions, each accompanied by metaphorical graphics, users create their unique “diversityDNA iceberg” – representing 23 aspects of human behavior – and use their iceberg to compare themselves with other individuals and groups. It is available through any device which can access the internet. Unlike traditional “cultural diversity” models which force individuals into sometimes ill-defined or complex legal and political categories such as race, gender, religion, age, sexual orientation, ethnicity, etc., **diversityDNA™** helps users to:

- Understand their own individual “**diversityDNA™**”
- Realize how a range of values, norms, expectations and perceptions affect behavior at school, work and play
- Recognize how certain human “dimensions” clash and unintentionally cause conflict
- Improve communication, engagement with community, and performance.

Deb Volberg Pagnotta, **diversityDNA llc** CEO, said, “People want to be recognized and treated as individuals, not as groups. Technology and ease of travel allow millions to cross geographical, political and cultural borders with unprecedented ease. But organizations to date have attempted to treat people categorically rather than as unique individuals. That approach can create isolation and disengagement – leading to individual and organizational mission failures. **diversityDNA™** provides a new paradigm for managing diversity by creating and satisfying curiosity about oneself and others. Albert Einstein said ‘curiosity is better than knowledge.’ We agree. We have made curiosity a cornerstone of diversityDNA by identifying ways to pique the curiosity of users about individual similarities and differences.”

Nadir Shirazi, **diversityDNA llc** Chief Development Officer, added “by creating that curiosity and sense of belonging, our approach allows every person to define themselves meaningfully within their communities, and thereby to relate to others much more

effectively. This capability brings enormous value in developing and maintaining participation and engagement.”

### **About diversityDNA llc**

**diversityDNA™**, the web app, was created by diversityDNA llc. diversityDNA llc was founded by Deb Volberg Pagnotta, a long-time employment lawyer, founder of Interfacet, Inc., a workplace conduct training firm, and an adjunct professor of communications at Iona College; Jeffrey Klawsky, Ph.D., CEO of Klawsky Consulting, a business psychologist and adjunct professor at The Chicago School of Professional Psychology; Nadir Shirazi, founder of Multifacet llc, a Canadian-based company dedicated to spiritual identity and religious accommodation; and Joseph H. Dougherty, III, an IT consultant for over 30 years with focus on security, administration and organizational development, both in Microsoft and Apple hardware and software.

The concepts are based on the phone app, **diversityDNA: the mini diversity training**, released by Interfacet, Inc. in 2010. DDNA the phone app has received over 40,000 hits on YouTube. In November 2011, *Diversity Best Practices*, ‘the preeminent organization for diversity thought leaders,’ listed mini diversityDNA as one of three top phone apps for diversity training. <http://www.diversitybestpractices.com/news-articles/diversity-training-theres-an-app-for-that>.

To obtain VIP login and password for the web app, contact [early@diversityDNA.com](mailto:early@diversityDNA.com).

For the iPhone and Android phone app:

download **diversityDNA™** at  
<http://road.ie/diversitydna> or

watch the videos on YouTube (interfacettraining channel):  
<http://www.youtube.com/watch?v=thTgveMQcKE>

### **PRESS CONTACT:**

Deb Volberg Pagnotta  
**diversityDNA llc**  
1992 Commerce Street  
Yorktown Heights, NY 10598  
914-997-8888  
[dvpagnotta@diversityDNA.com](mailto:dvpagnotta@diversityDNA.com)  
[www.diversityDNA.com](http://www.diversityDNA.com)

**diversityDNA™** and its stylized logos are filed for registration in the U.S. Patent and Trademark Office.