# Diversity Without Adversity: Building Your Cultural Competence
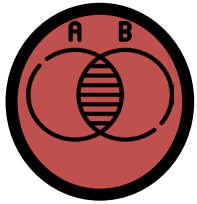
**Presenter: Sonia Ellis-Taylor**

# Statement of Disclosure

I hereby certify that, to the best of my knowledge, no aspect of my current personal or professional circumstance places me in the position of having a conflict of interest with this presentation.
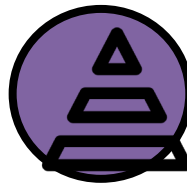
# OBJECTIVES

Identify your personal level of cultural competence.

Develop strategies to maintain a culturally competent organization.

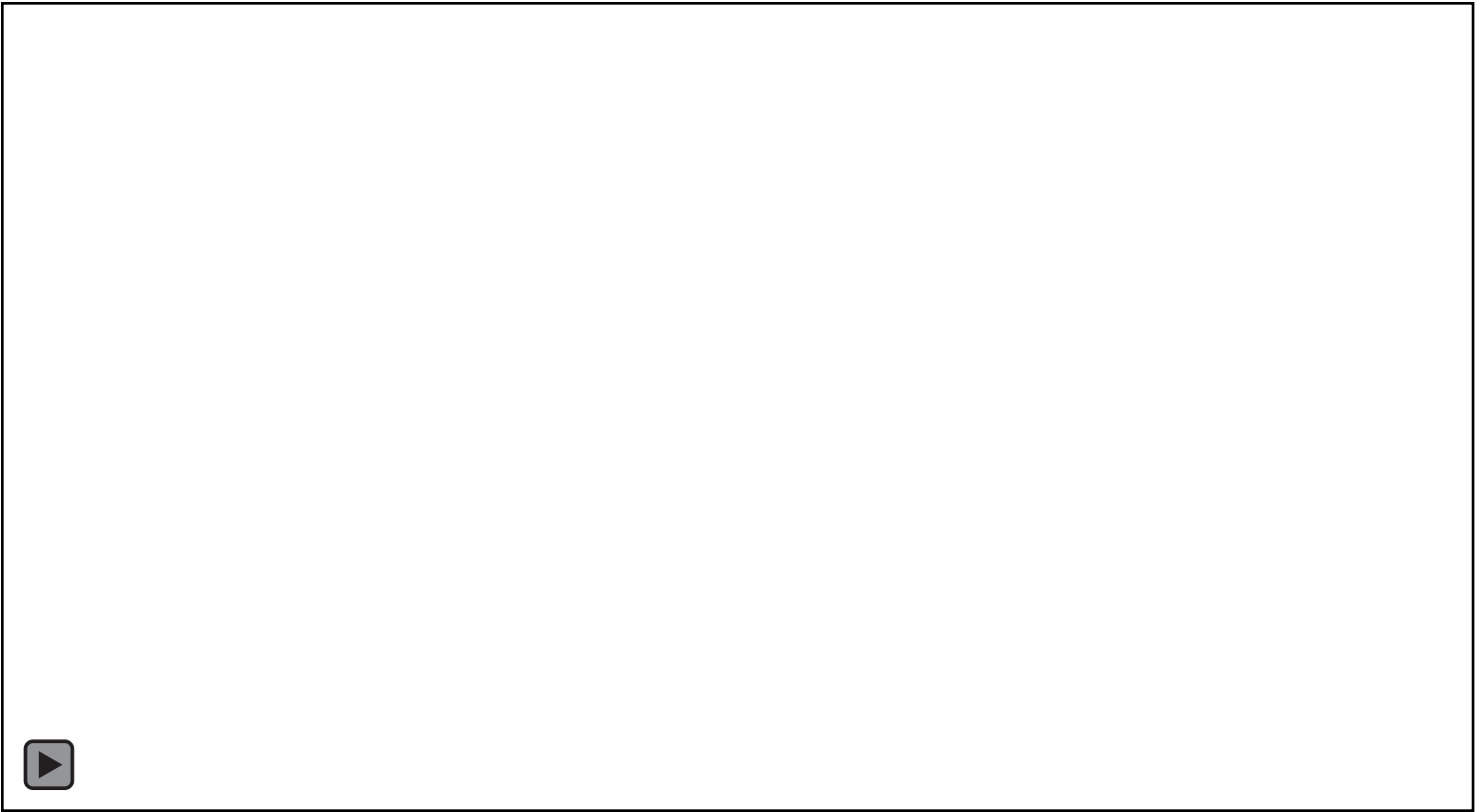Understand the importance of maintaining an inclusive work environment.

Explore the issue of personal biases and its implications and impact as in the workplace.

Learn how to leverage differences to enhance teamwork, increase productivity, and maximize results.

# THE ELEVATOR

# DIVERSITY WITHOUT ADVERSITY

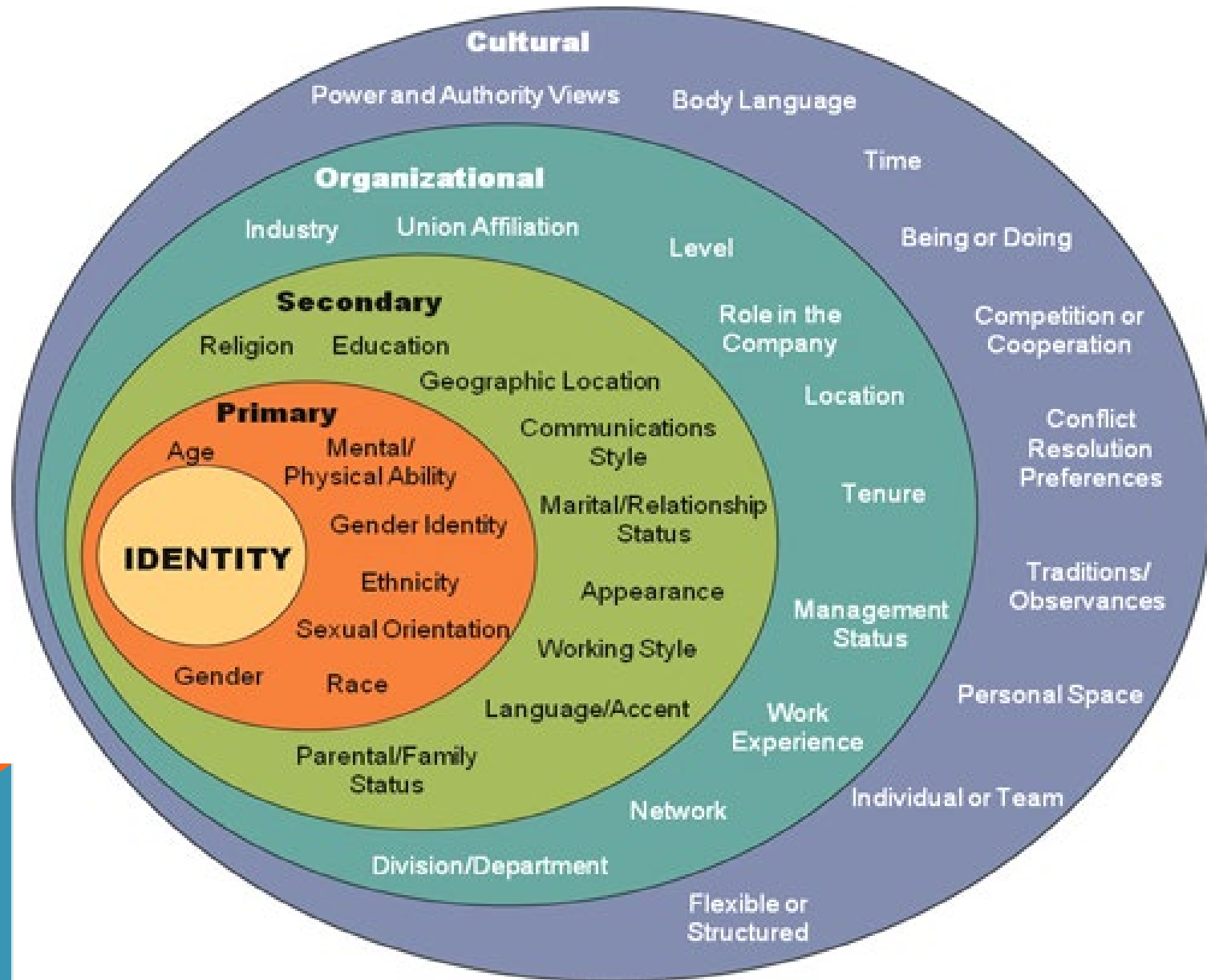| TRADITIONAL PERSEPECTIVES | EMERGING PERSPECTIVES |
|---|---|
| "MELTING POT" | "SALAD BOWL" |
| ASSIMILATION | CULTURAL PLURALISM |
| BLENDING | "MOSAIC" |
| ETHNOCENTRISM | CELBRATION OF CULTURAL DIFFERENCES |
| | INCLUSIVE |
| | BELONGING |

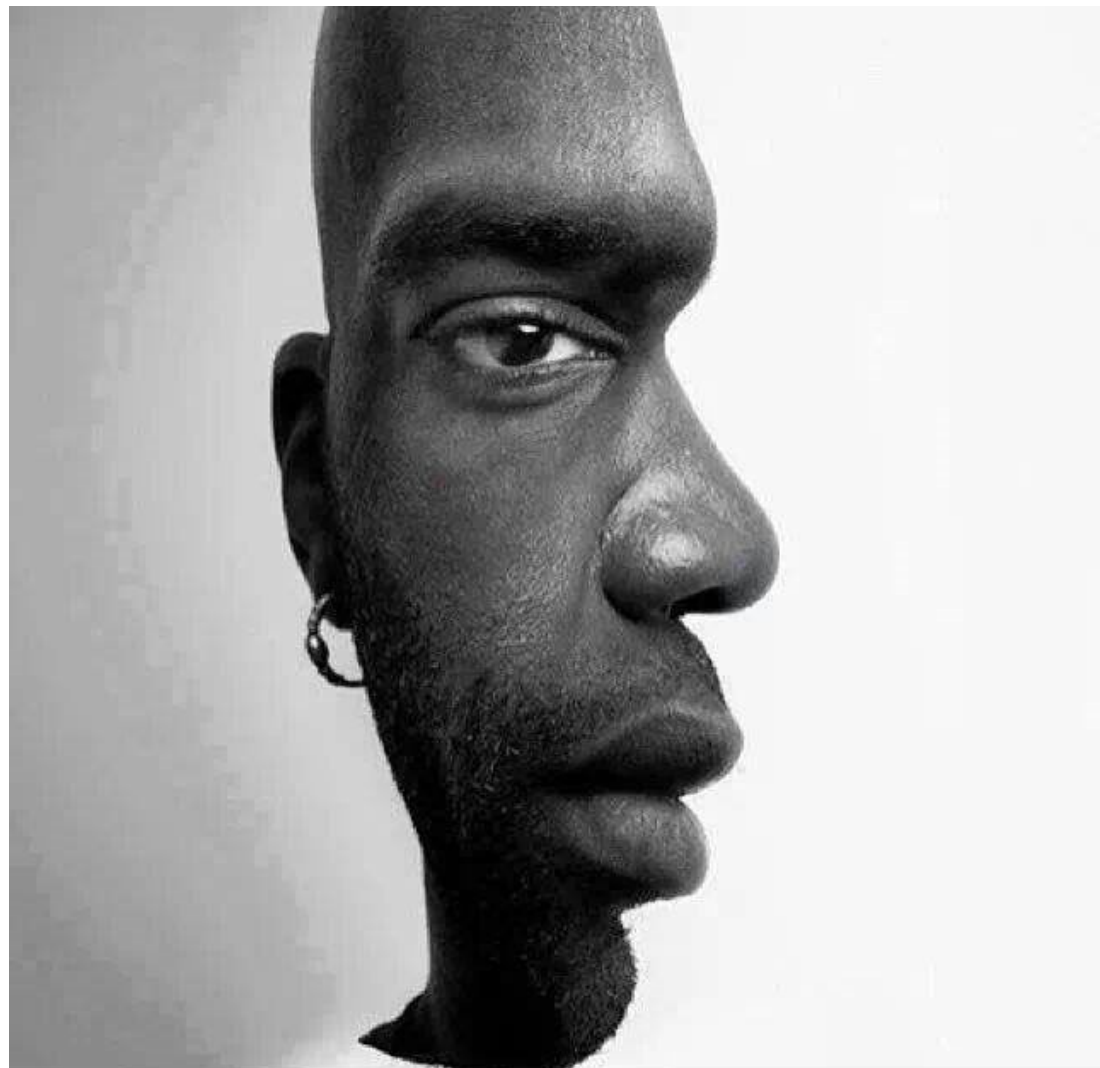What comes to mind when you hear the word DIVERSITY?

# DIVERSITY

# DIMENSIONS OF DIVERSITY

# WHAT DO YOU SEE?

# Separate Realities

## Our family connections

- Family structure
- Parental status
- Marital/Partnership
- Recreation
- Traditions
- Values
- Generation
- Culture

## How we process information

- Thinking
- Learning
- Interpersonal/Personality
- Communication Style
- Introvert
- Extrovert
- Context
- Content

## Our work connections

- Profession
- Work experience
- Work location
- Expertise/Focus
- Role/Function
- Length of employment
- Level of influence
- Credentials/Certifications

## How we see ourselves

- Age
- Gender
- Gender Identity
- Race
- Physical Abilities
- Sexual Orientation
- Mental Abilities
- Appearance

## Our social connections

- Economic
- Political
- Social
- Language/lexicon
- Origin
- Education
- Geographical
- Social Class

## What we believe to be true

- Beliefs
- Practices/Habits
- Convictions
- Attitudes
- Passions
- Religion
- Spirituality
- Culture

# DATA REVEALS CULTURAL STORY

❑ POC (People of Color) MAJORITY by 2050

❑ U.S. School Enrollment Hits Majority-Minority Milestone

❑ 1 IN 5 Americans Have Disability

❑ Age 65+ Population = 2X by 2060 (52M to 95M)

❑ Racially Diverse Teams Outperform Non-Diverse Teams by 35%

# A GENERAL DEFINITION OF DIVERSITY

.*"**Diversity** is the **blending** of **different** races, cultures, backgrounds, experiences, and **perspectives** in a group or organization.*

# DIVERSE ORGANIZATIONS RECOGNIZE THAT:

- *An **organization's culture** is based on **inclusion***

- *Diversity is a **mindset**, a **continuous process** and a way of doing business*

- *Diversity is **proactive** and always **imperative***

# GENERAL DEFINITION OF INCLUSION



"*Inclusion is the support for a collaborative environment that values open participation from individuals with different ideas and perspectives that has a positive impact on business.*"

# DISTINGUISHING BETWEEN DIVERSITY & INCLUSION



"DIVERSITY IS BEING INVITED TO THE PARTY; INCLUSION IS BEING ASKED TO DANCE."

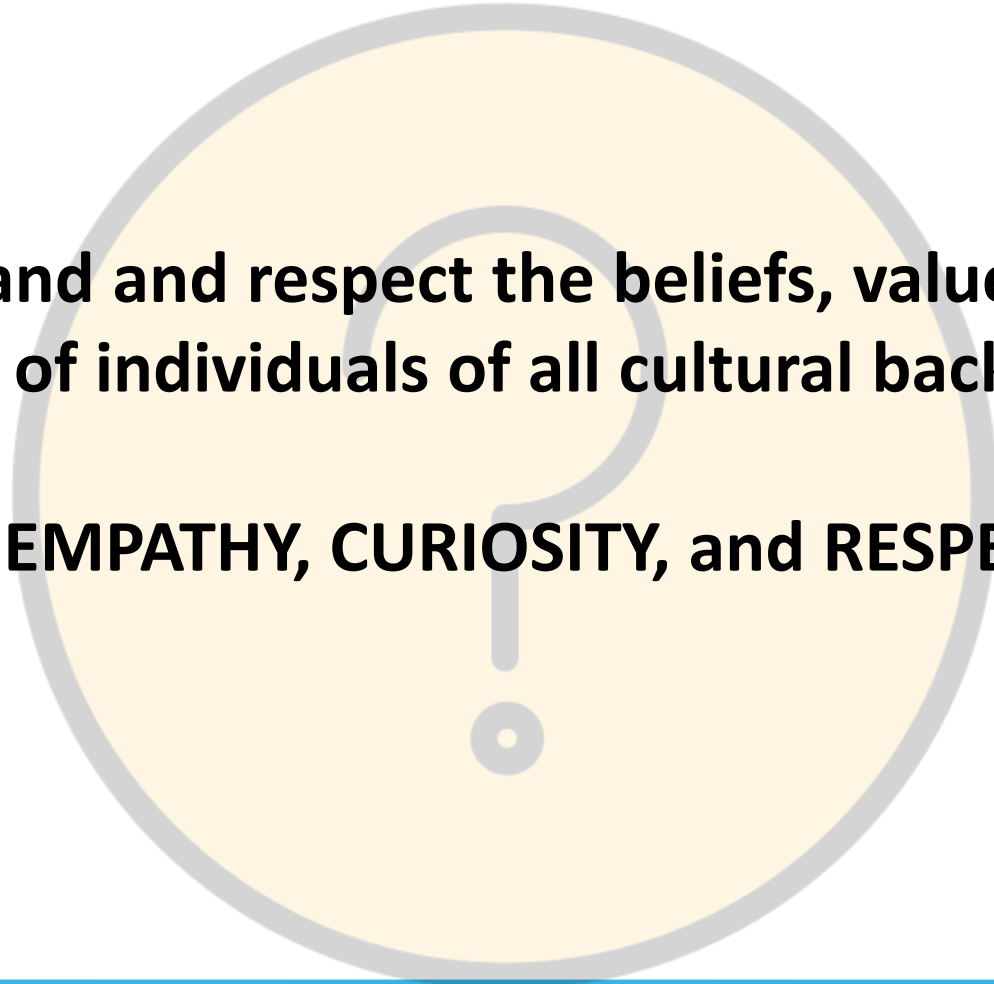VERNA MYERS, DIVERSITY AND INCLUSION EXPERT

*"Culture is defined as the total way of life of a people, composed of their learned and shared behavior patterns, values, norms, and material objects."*

# WHAT IS CULTURAL COMPETENCE?

❑ **Understand and respect the beliefs, values, and histories of individuals of all cultural backgrounds**

❑ **Involves EMPATHY, CURIOSITY, and RESPECT**

# CULTURAL COMPETENCY AWARENESS SPECTRUM

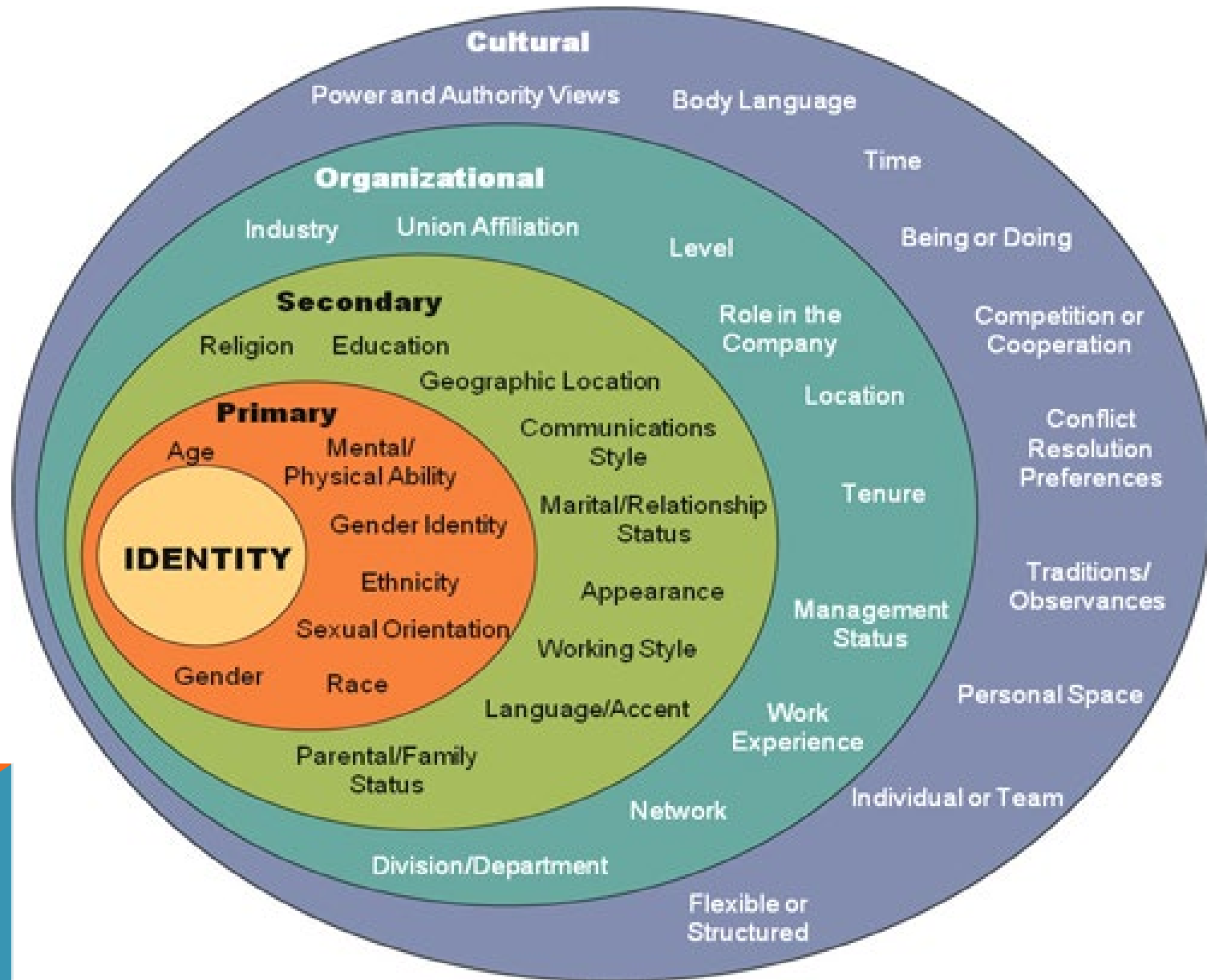NAIVE     PERPETUATOR     AVOIDER     CHANGE AGENT     FIGHTER

# INTERCULTURAL COMPETENCE

- Intercultural competence is gained via an ongoing process

- Critical reflection is the power tool of the process

- TRY, LEARN, GROW, REPEAT

...TRY    LEARN...GROW...
REPEAT

# DIMENSIONS OF DIVERSITY

# BENEFITS OF CULTURAL COMPETENCY

- ❑ **Inspires Creativity & Drives Innovation**
- ❑ **Service Providers More Effective & Productive**
- ❑ **Higher Quality & Targeted Marketing**
- ❑ **Attract/Retain Best Talent**
- ❑ **Better Team Performance**
- ❑ **Opportunity for Personal and Professional Growth**

# BARRIERS TO CULTURAL COMPETENCY

Racism

Prejudice
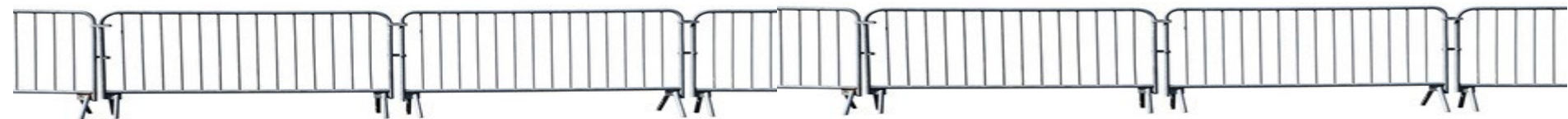
Discrimination

Stereotypes

History

Biases

Cultural Assumptions

Language  Differences

Intolerance

Generational Differences

# BUILDING A CULTURALLY COMPETENT ORGANIZATION



1. Value Diversity
2. Conduct Cultural Self-Assessments
3. Understand Dynamics of Difference and Power
4. Institutionalize Cultural Knowledge
5. Willingness to Change
6. Be Inclusive

# BUILD YOUR CULTURAL COMPETENCE

- ❑ Education

- ❑ Getting Out of Comfort Zone

- ❑ Self-Awareness

- ❑ Recruitment

- ❑ Ask Questions

- ❑ Attend Cultural Events

- ❑ Visit a Cultural Center, an Agency Run by a Cultural Group

- ❑ Assess your Reactions

- ❑ Intervene: When?

# BECOMING A CULTURALLY COMPETENT WIC TEAM MEMBER

1. Don't ignore clues related to culture because it makes you more comfortable.
2. When the participant's issue has cultural connections, acknowledge [them] in a meaningful and substantive manner.
3. Participants may not always immediately give credit to the way cultural factors are in play, or speak up about their relevance, because they may have been taught not to from birth.

# ASSUMPTIONS

WHAT assumptions do we make about people?

WHY do we come to the conclusions we do?

WHEN do we tend to make these assumptions?

WHERE can this cause us difficulties?

HOW can we stop ourselves doing this?

WHO does it and who does it affect?

# BIAS DEFINITIONS



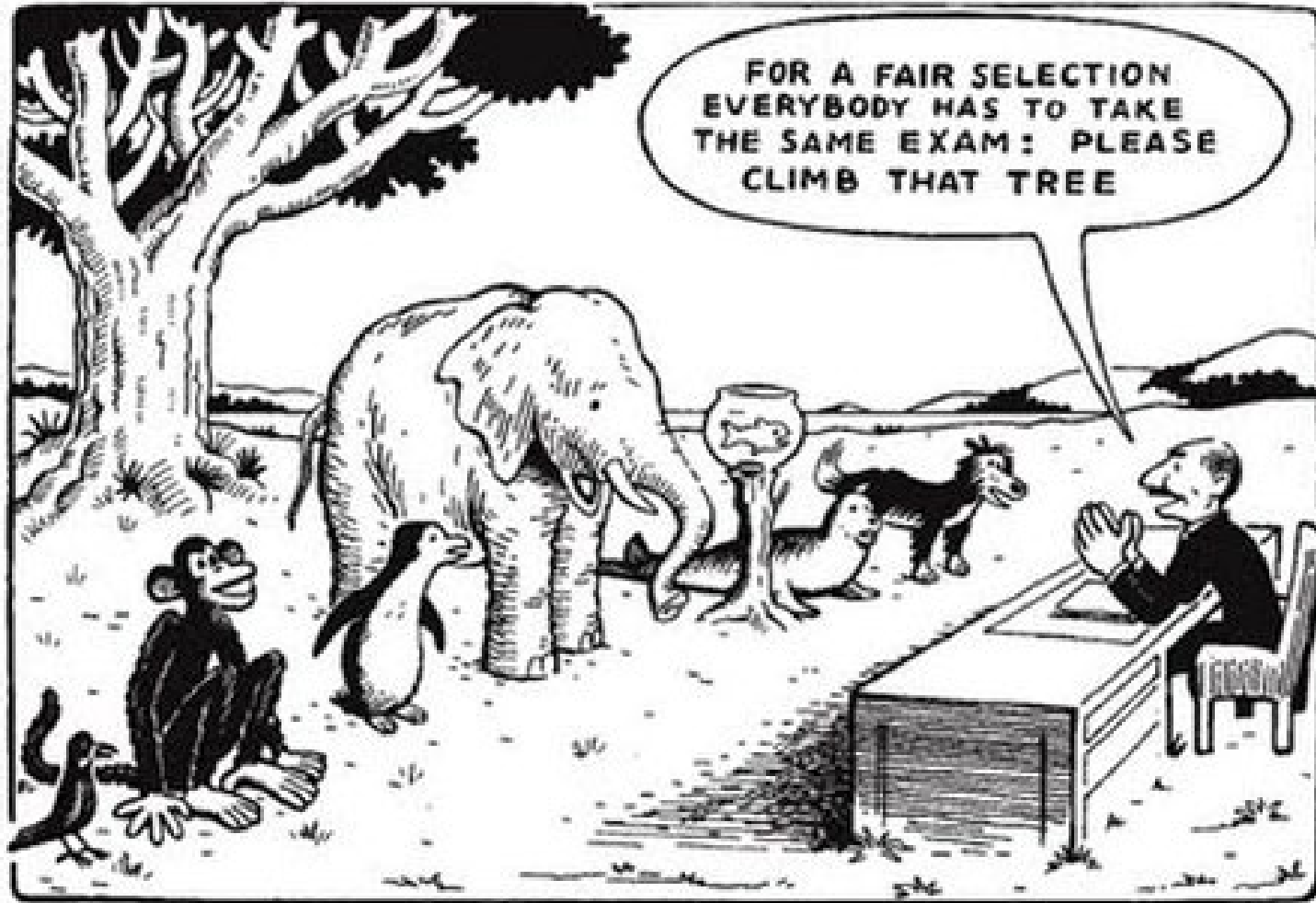**Explicit Bias**

Attitudes and beliefs that we have about a person or group on a conscious level. We are fully aware of these, so they can be self-reported.

LINE OF CONSCIOUSNESS

**Implicit Bias**

Unconscious attitudes that lie below the surface, but may influence our behaviors.

# WHAT'S WRONG WITH THIS PICTURE?

# IMPLICIT BIAS HAPPENS UNCONSCIOUSLY

https://www.youtube.com/watch?v=KCgIRGKAbfc
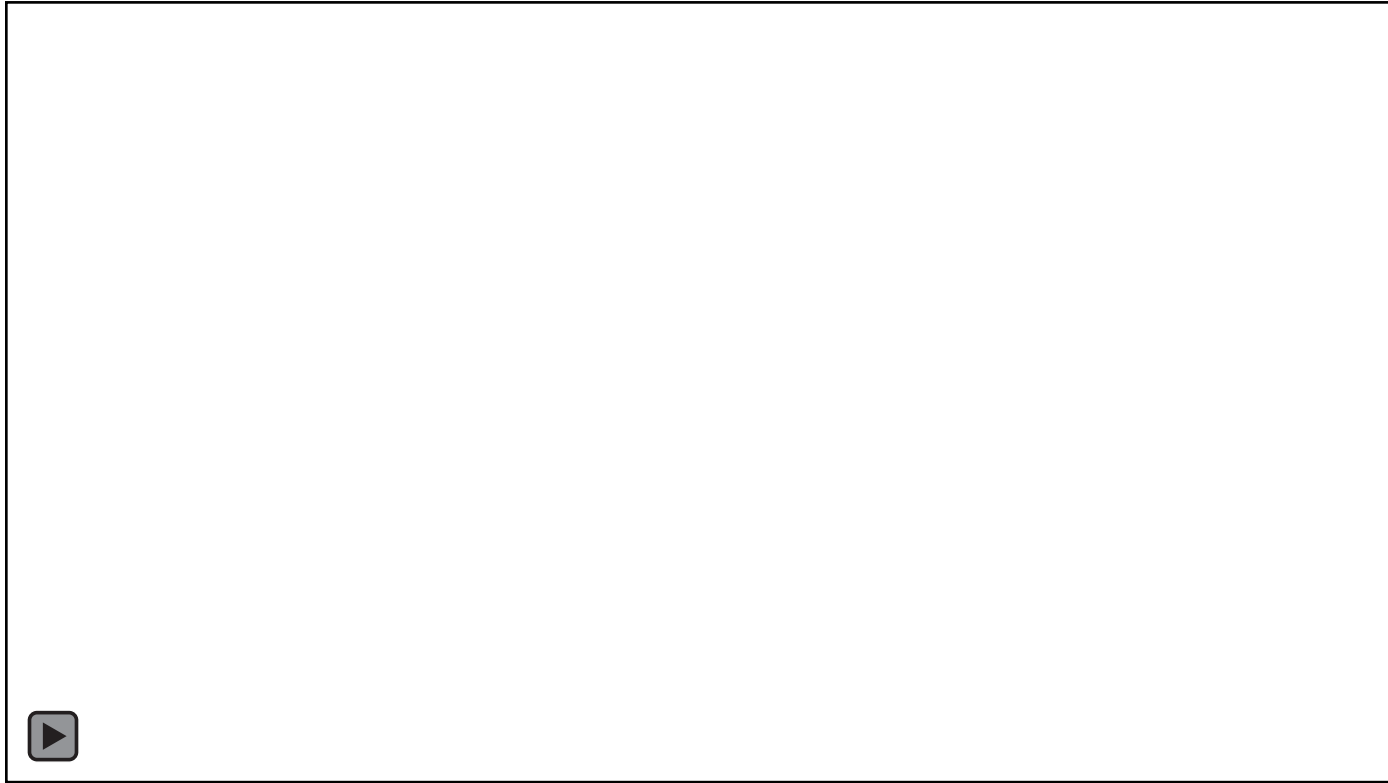
# TYPES OF BIAS

- **Confirmation Bias**
- **Attribution Bias**
- **Conformity Bias**
- **The Halo Effect**
- **The Horns Effect**
- **Contrast Effect**
- **Gender Bias**
- **Ageism**
- **Name Bias**
- **Beauty Bias**
- **Hight Bias**

# EXPLORING OUR BIAS: IT STARTS WITH YOU

❖ Think about the people who come into your location who don't speak your language as an intact group of people. They could be people who speak Spanish, or people who speak one of the African country dialects (e.g., Somali).

❖ What are the first characteristics that come to mind when you try to describe this group?

❖ What information have you based this description on?

# EXPLORING OUR BIAS: IT STARTS WITH YOU

❖ Imagine that you were in a situation where you had to be alone in a room with a few people of that group. Think about the first feelings that occur to you that you believe you would have in that situation. Try to figure out why you think you would feel that way.

❖ Identify three things that you would ask someone from that group if you had the opportunity that would help you to understand them better.

# CASE STUDY

❖One of your participants, Lupita, is Hispanic with two children, a 2-year-old boy and an infant girl. The mother speaks some English but often resorts to Spanish to make a point.  During a recent visit, the son behaved badly and ran around the waiting room disturbing the other participants and throwing things at the other children. When his mother reprimanded him, he hit her. The mother started shouting at the boy in Spanish, some of which you understood and some you didn't.

❖How would you handle this situation? What would you do?

# GENERATIONAL DIFFERENCES



- Various age groups working side by side
- Big differences in the way that people from different generations think

# DEFINITION
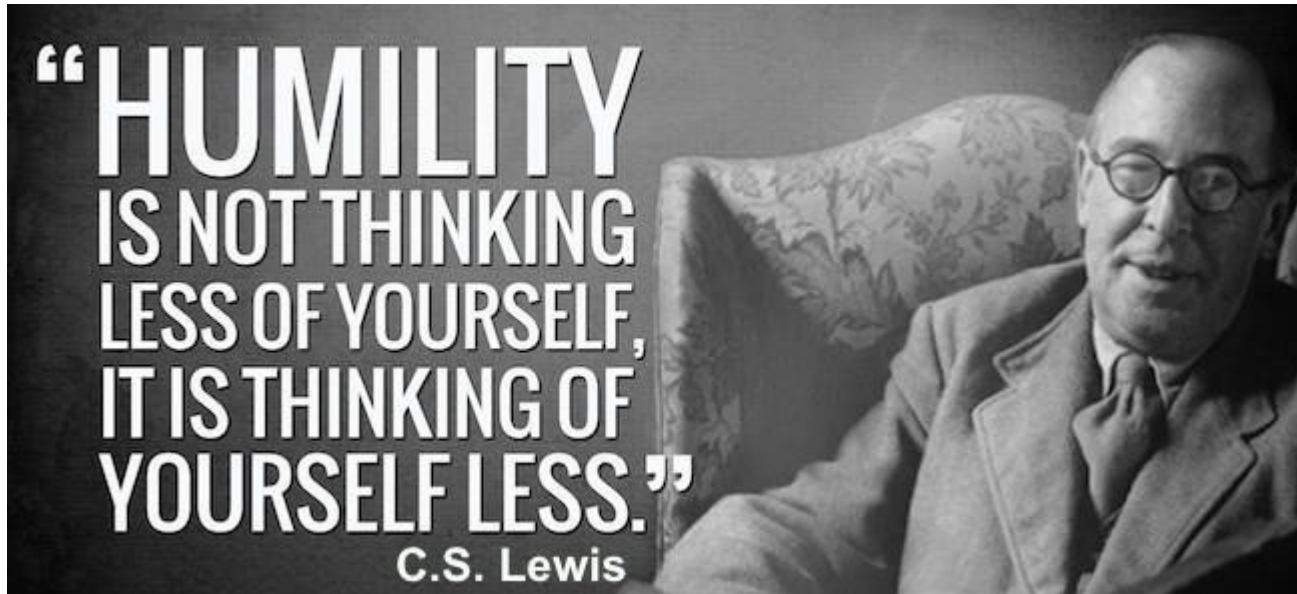
# CULTURAL HUMILITY

Self-exploration and self-critique

A willingness to learn from others

Honoring others' beliefs, customs, and values of others

Acknowledging differences and accepting others for who they are

# STEPS TO CULTURAL HUMILITY



Create Personal Cultural Values

Acknowledge Own Biases

Identify Family Cultural Values

Explore Own Culture
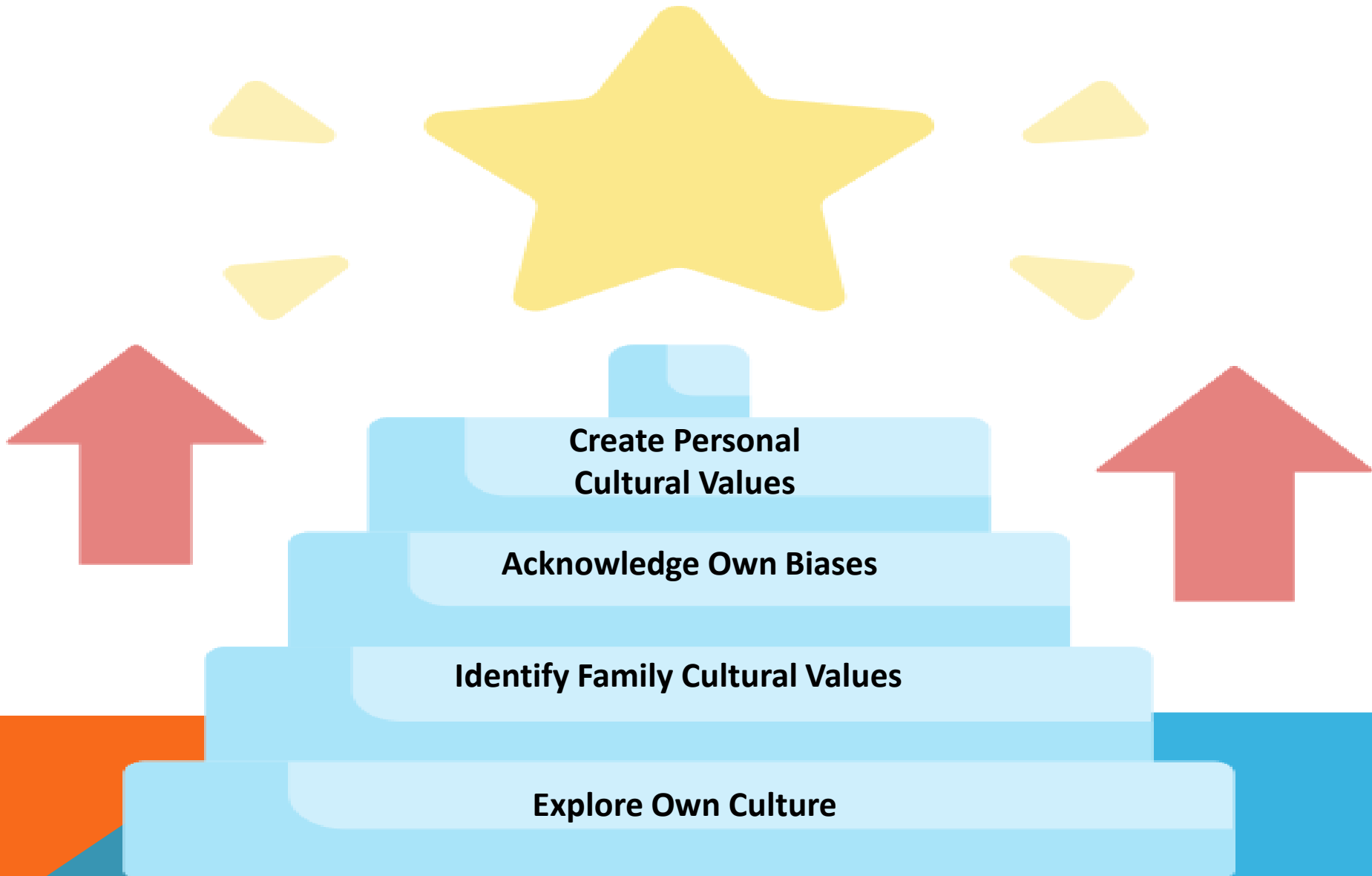
# FINAL THOUGHTS

# BENEFITS TO BEING INCLUSIVE:



- ❑ Everyone on the team is **contributing** and **engaged**
- ❑ **Communication** is enhanced
- ❑ Enhances hiring process and helps **retain top talent**
- ❑ Drives **Innovation**
- ❑ Strengthens our ability to **compete**
- ❑ Puts people in an environment **conducive to them**, an environment they will **thrive** in

# DEPTH AND BREADTH OF CULTURE
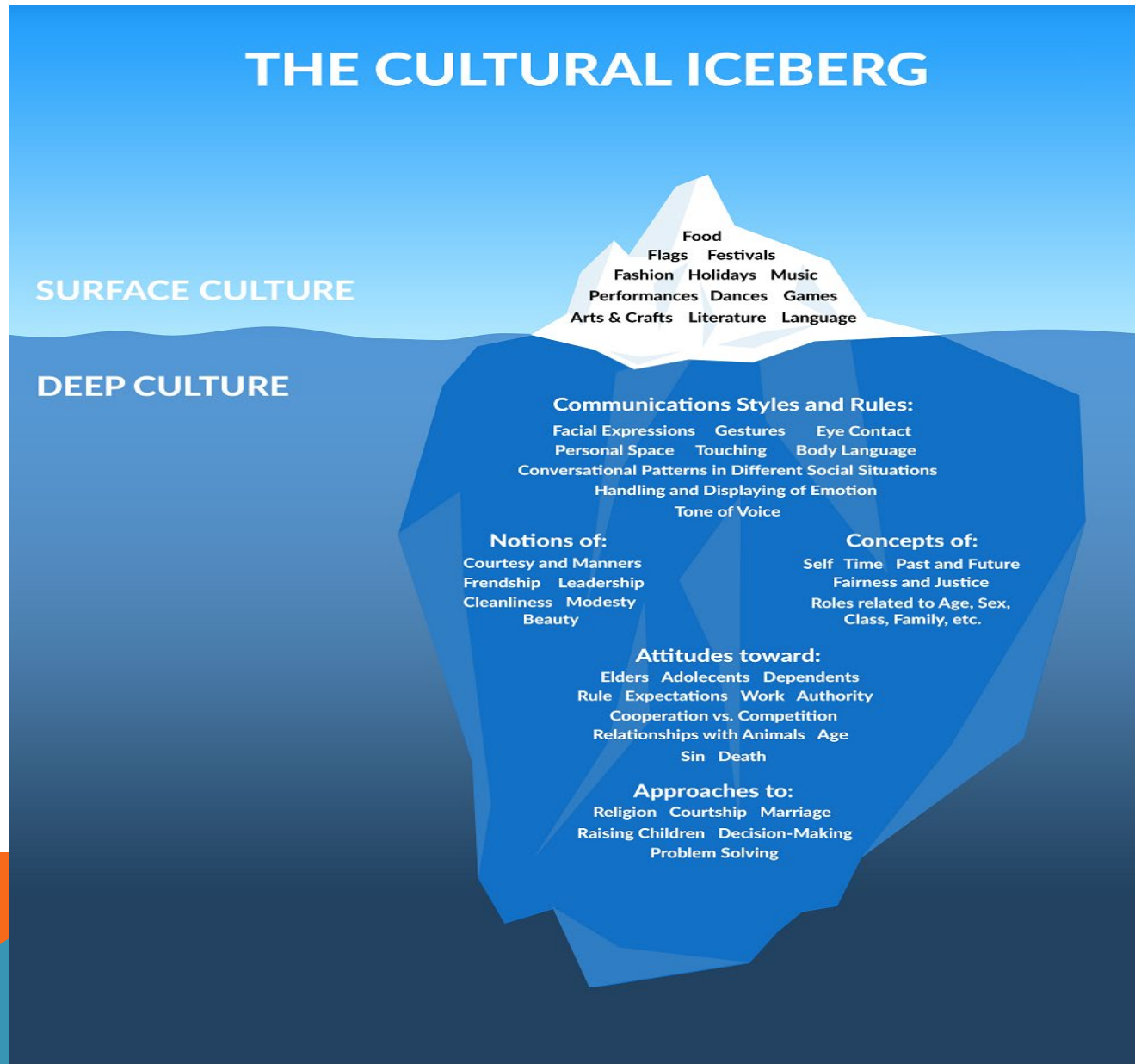


THE CULTURAL ICEBERG

**SURFACE CULTURE**

Food
Flags    Festivals
Fashion   Holidays   Music
Performances   Dances   Games
Arts & Crafts   Literature   Language

**DEEP CULTURE**

**Communications Styles and Rules:**
Facial Expressions    Gestures      Eye Contact
Personal Space    Touching      Body Language
Conversational Patterns in Different Social Situations
Handling and Displaying of Emotion
Tone of Voice

**Notions of:**
Courtesy and Manners
Frendship    Leadership
Cleanliness   Modesty
Beauty

**Concepts of:**
Self   Time   Past and Future
Fairness and Justice
Roles related to Age, Sex,
Class, Family, etc.

**Attitudes toward:**
Elders   Adolecents   Dependents
Rule   Expectations   Work   Authority
Cooperation vs. Competition
Relationships with Animals   Age
Sin   Death

**Approaches to:**
Religion   Courtship   Marriage
Raising Children   Decision-Making
Problem Solving

# BLIND SPOTS



We
All
Have
Biases

# CROSS CULTURAL COMMUNICATION

- ❑ Maintain etiquette
- ❑ Avoid slang
- ❑ Keep it simple
- ❑ Practice active listening
- ❑ Be careful with humor

- ❑ Be aware of nonverbal communication
- ❑ Show an interest
- ❑ Exercise patience
- ❑ Ask if you don't know
- ❑ Be supportive

# WORK HARD TO STAY HUMBLE!

# DIVERSITY WITHOUT ADVERSITY: BUILDING YOUR CULTURAL COMPETENCE

# THANK YOU!!!

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# SOURCES

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