
The Dynamics of Difference

Why Diversity Matters in
Building a Stronger Team

Barbara Cheives



Ground Rules

- Understand that we are all experts in our own experiences.
- Respect others experiences, values and opinions.
- Be non-judgmental.
- Maintain Confidentiality
- Say OUCH, then educate
- Take Risks
- Have a Little Fun!!!
- Expect Unfinished Business



Who's In The Room

- Name
- Place of birth
- How long have you been with your organization and what to you do?



When it comes to learning

- **Unconscious Incompetence**

You don't know that you don't know

- **Conscious Incompetence**

You now know—that you don't know



When it comes to learning...

- **Conscious competence**

You can do it, but you have to be thinking about it

- **Unconscious competence**

You don't even have to think about it, but you can do it well



Learning.....



“You suddenly understand something you have understood all your life, but in a whole new way.

That’s what learning is.”

Doris Lessing

FedEx®

Diversity

Diversity means different things to different people. Diversity means the richness of experience, history and culture that is the community.

Workforce diversity means that we draw upon this richness to develop a truly great workplace; a workplace that is non-judgmental, respectful, and collaborative; and which delivers great outcomes for the community that we serve.

What is Diversity?

- Ethnic Group, Race or Color
- National Origin
- Gender
- Age
- Religion
- Mental/Physical Ability
- Sexual Orientation and Gender Identity
- Family/Marital Status



What Else Is Diversity?

- Level of Education
- Experience
- Socio Economic Status
- Size
- Politics
- Geography
- Longevity
- Language
- Acculturation



The Workplace as a Reflection of the Community



Demographic Data - 2010



State of Florida

White	57%
Black	16.6%
Hispanic	23.2%
Asian	2.7%
2 or more races	1.9%

Demographic Data - 2010

State of Florida

Male	48.9%
Female	51.1%
Foreign Born	19.3%
Language other Than English at home	27.3%



Diversity



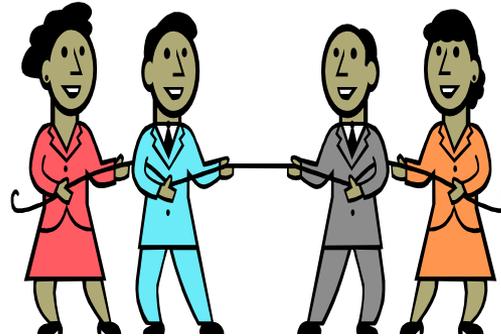
Many people see diversity as a lightning rod for conflict.

Challenges arise because of differences in perceptions, norms, expectations and behaviors.

The goal is to increase diversity and enhance the communication and collaboration skills of all team members who come to the workplace with a diversity of perspectives and world views.

How we interact with others.....

Is determined in large part by how we see the world, how we see ourselves, and how we see others who are different from ourselves...



Think about a time when you felt DIFFERENT!



To be effective.....We must be

An individual or organization with the appropriate awareness, attitudes, behaviors, and skills to interact effectively with diverse populations and diverse perspectives.



Effective Relations

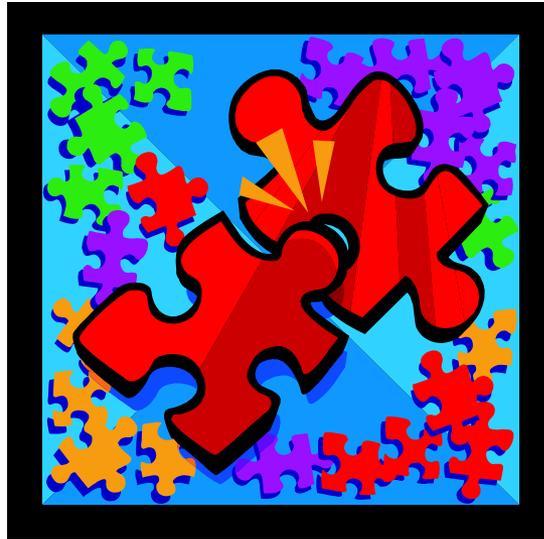
Is the ability to function effectively within the existence of cultural differences.

Requires a willingness to be open to the expectations and realities of various cultures.



When it comes to learning....

Knowledge is what you know....



.....Wisdom is what you DO with what you know!

Culture frames our view of the world.....It is divided in Surface Culture and Deep Culture

SURFACE CULTURE

- Food
- Music
- Holidays
- Arts
- Heroes
- Folklore/Superstition

DEEP CULTURE

- Ceremonies & Rites
 - Courtship & Marriage
 - Health & Medicine
 - Family Ties
 - Body Language
 - Religion – Values – Beliefs
 - Gender Roles
-

EVERY encounter is
cross cultural.....

There are **NO** “culture
free” interactions!!



The Impact of Personal Culture on Communications



- ❑ The Power of Words
- ❑ Language and communication style issues
- ❑ Non Verbal Communication
- ❑ Biases against the unfamiliar
- ❑ Personal values in conflict
- ❑ Assumption the Everybody know the “rules”

“Every human being, of whatever origin, of whatever station, deserves respect. We must each respect others even as we respect ourselves.” --**Ralph Waldo Emerson**

“Actually, the most important part of culture is that which is hidden and internal, but which governs the behavior encounter.

This dimension of culture can be seen as an iceberg with the tip sticking above the water level of conscious awareness.

By far, the most significant part, however, is unconscious or below the water level of awareness and includes values and thought patterns.”

(Hall 1976)





- **Personal Culture:**

- Exists within a network of relationships. Between language and tradition, tradition and history, history and economics.

- **Organizational Culture:**

- Operates as a complex “culture” with specified “languages”, traditions, and codes of conduct.

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Cultural Bumps

As a result of personal interaction, you can be left:

- ✓ Confused
- ✓ Frustrated
- ✓ Angry
- ✓ Misunderstood
- ✓ Helpless
- ✓ Hopeless



Culture and Conduct

“Behavior is a mirror in which every one displays his own image”

Johann Wolfgang von Goethe



Cultural Competency



“To be culturally competent doesn’t mean you are an authority in the values and the beliefs of every culture.

What it means is that you hold a deep respect for cultural differences and are eager to learn, and willing to accept that there are many ways of viewing the world.”

Okokon O. Uda

Key Learning



- The more accurate information we have about others, the more likely we will be able to respond with respect and understanding
- The more familiar we are, the more comfortable we become. And with comfort and time, comes trust resulting in effective communications

Our Shared Responsibility

“The price of greatness is responsibility.”
- Winston Churchill

THANK YOU !!!!!!!



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