

# DIVERSITY 101

## *GENERAL AWARENESS SESSION*



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Prepared by: Align HR Services

# **Introduction of Instructor**

## **Ice Breaker: What's In A Name?**

State your full name

What is the origin of your name

EXAMPLE – Susan Ann Lill – Lill is of French and Germanic origin; my grandparents...

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# Session Outline

*§Opening Remarks and introduction*

*§Ice-breaker*

*§Objectives and desired outcomes of session*

*§Ground rules and roles*

*§Hand in pre-session worksheets*

*§Videos*

*§Group exercises*

*§Handouts*

*§Legal considerations*

*§2000 U.S. Census and labor pool*

*§Danger signs*

*§Breaks*

*§Evaluation of session*

*§Questions*

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# Session Objectives

üTo encourage acceptance of new ideas from all sources of knowledge and respect different points of view.

üTo encourage a positive point of view about diversity in the workplace.

üTo review the U.S. 2000 Census data and future labor pool composition.

üTo examine legal considerations for promoting diversity in the workplace.

üTo review the leader's role in maintaining a workplace free of harassment, discrimination and stereotypes.

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# DESIRED OUTCOMES

What do you hope to get out of this session?

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# Let's Set Some Ground Rules...

- ü Show respect for other points of view and opinions
- ü Everything said in this room is treated as confidential
- ü Everyone has the right to speak and be heard
- ü Everyone's feelings and contributions are important
- ü We are all equal participants
- ü Personal attacks and outbursts are not allowed
  
- ü ANY OTHERS ?

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# Roles

## **Instructor:**

*Start/stop the session – keep things moving*

*Facilitate the flow of information and sharing of ideas*

*Keep on time and on topic*

*Ensure ground rules are followed and objectives are met*

## **Participants:**

*Participate freely*

*Ask questions*

*Share thoughts*

*Honor ground rules*

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# Next Steps

1. Hand-in worksheet
2. Video: *Diversity: Food For Thought*
3. Group exercise

**WATCH VIDEO**

**20 minutes**

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# Group Exercise

- Get into groups of 3
- Appoint someone to take notes
- List 5 ways we are different at XYZ Company?
- Appoint a spokesperson

***By the way...why did you choose the group members you did?***

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# What Differences?

## What are some of the ways in which we are different?

Race	Beliefs and values
Gender	Profession
Age	Health
Religion	Fitness
Education	Thinking style
Ethnicity	Hobbies
Country of origin	Personality
Sexual orientation	Marital status
Lifestyle	Family status
Residence	Socioeconomic status
Disabilities	Sense of humor
Management style	Method of work
Appearance	Political Affiliation
Accent	

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# What is Workplace Diversity ?

- ü A company's commitment to equality.
- ü Employees acknowledge and respect other people's differences.
- ü Leaders work with differences to create a fairer more productive workplace by drawing on cultures, talents and ideas of a broader group of people.
- ü Company culture is based on an environment that encourages new ideas and perspectives and openness to air differences and resolve conflicts.
- ü All people are valued as individuals and not defined by stereotypes about their groups.
- ü Differences are recognized and celebrated as a means of competitive advantage.

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# Five Stages of Awareness Building

- 1. Unawareness:** no prior thought given to differences, attitudes and beliefs
- 2. Beginning Awareness:** discomfort and begins to question prior assumptions.
- 3. Conscious Awareness:** begins to work through discomfort and pursues learning.
- 4. Consolidated Awareness:** commits to making changes to beliefs and behaviors.
- 5. Transcendent Awareness:** multicultural awareness becomes a way of life.

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# Ethnocentrism

***Believing one's own group is superior to others.***

§ Comfortable mainly with “their own kind”

§ Grown up without contact with different people

§ Believe what they heard as second-hand information

§ Had little or no personal experience to change their early cultural conditioning or upbringing

HERE'S WHAT IS INTERESTING...

*When ethnocentric people make the effort to establish a personal relationship with someone “different”, they will often find that this person is far more like themselves and more likable than they had ever imagined.*

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# F.E.A.R.

False Expectations Appearing Real

*Some people are...*

Afraid to change their beliefs because change is uncomfortable and stressful.

Afraid of what they may have to give up.

Afraid of “rocking the boat” or stepping out of their comfort zone by giving up the only thing they have going for them.

Afraid of rejection from friends, family and other associates.

All of these fears are natural, understandable and able to be overcome.

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# Sources of Social/Cultural Conditioning

Parents

Friends

Siblings

Media

Extended family

Entertainers

Neighbors

Church

Bosses

School

Co-workers

Clubs/Organizations

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# What Are The Results of Conditioning?

- ü Beliefs
- ü Values
- ü Attitudes
- ü Assumptions
- ü Prejudices
- ü Discrimination
- ü Preferences
- ü Bias
- ü Stereotypes

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# Examples...

*Your Unspoken Beliefs Can Complete Each Sentence*

A female manager is....

An older supervisor is...

An Asian taxi driver is...

A black executive is...

Southern Baptists are...

Hispanic team leaders are...

Younger workers are...

Overweight people are...

Blondes are...

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# Examining Our Beliefs and Attitudes

## *A Lesson In Self-Awareness*

§What is the origin of this belief I have? What were the circumstances in which I first remember accepting this belief?

§How does this belief affect my life right now? What are the situations in which this belief comes up?

§What are the negative consequences of this belief?

§What are the positive consequences? What am I getting? What am I avoiding? What am I afraid of?

§What is the behavior that would change this belief?

§Am I willing to try out this new behavior? Am I willing to test the accuracy of my beliefs and assumptions?

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# Finding Common Ground

Diversity efforts can promote the benefits of finding common ground in the workplace through open feedback, active listening and win/win negotiation.

## **GROUP EXERCISE – With a partner**

1. How do we, as supervisors, attempt to find common ground with our employees and with each other?
2. What barriers exist that make reaching common ground difficult?

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# Next Steps

1. Video: *The Diversity Advantage: Food For Thought*
  - Review and discuss 3 vignettes
  - Group exercise

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## **GROUP EXERCISES AND DISCUSSION POINTS**

**What happened between Bruce and Joe?**

**How can Bruce and Joe reach common ground?**

**Why was the Ethiopian women so abrupt?**

**Why were Dom and Toni able to resolve their differences?**

**What types of communication differences are you seeing in the video?**

**Have you ever been on the receiving end of a stereotype?**

**How did you feel about that?**

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## **GROUP EXERCISE**

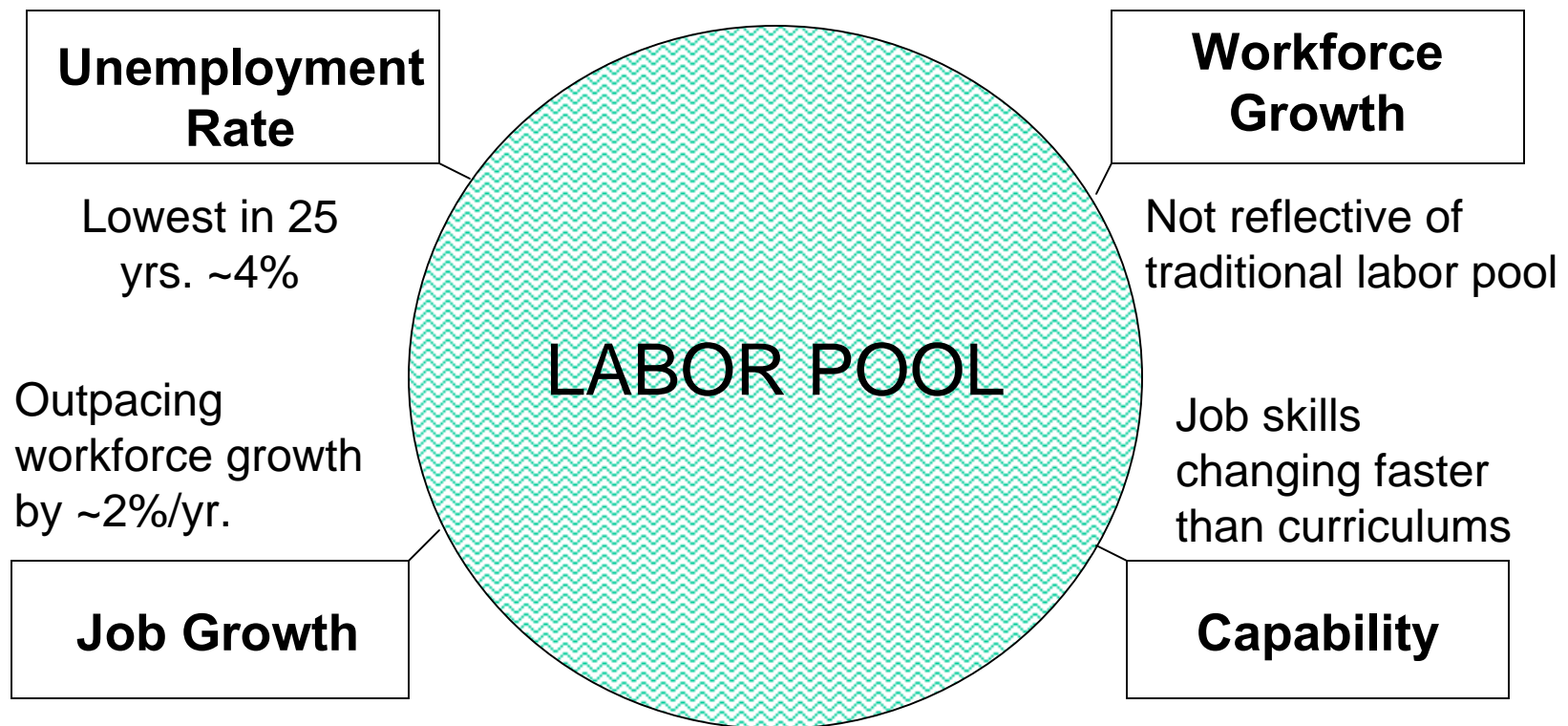
Groups of 4 – Answer the following questions as a group.

- What is stereotyping?
- Who stereotypes and why?
- How do stereotypes affect working relationships?

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# The National Labor Pool

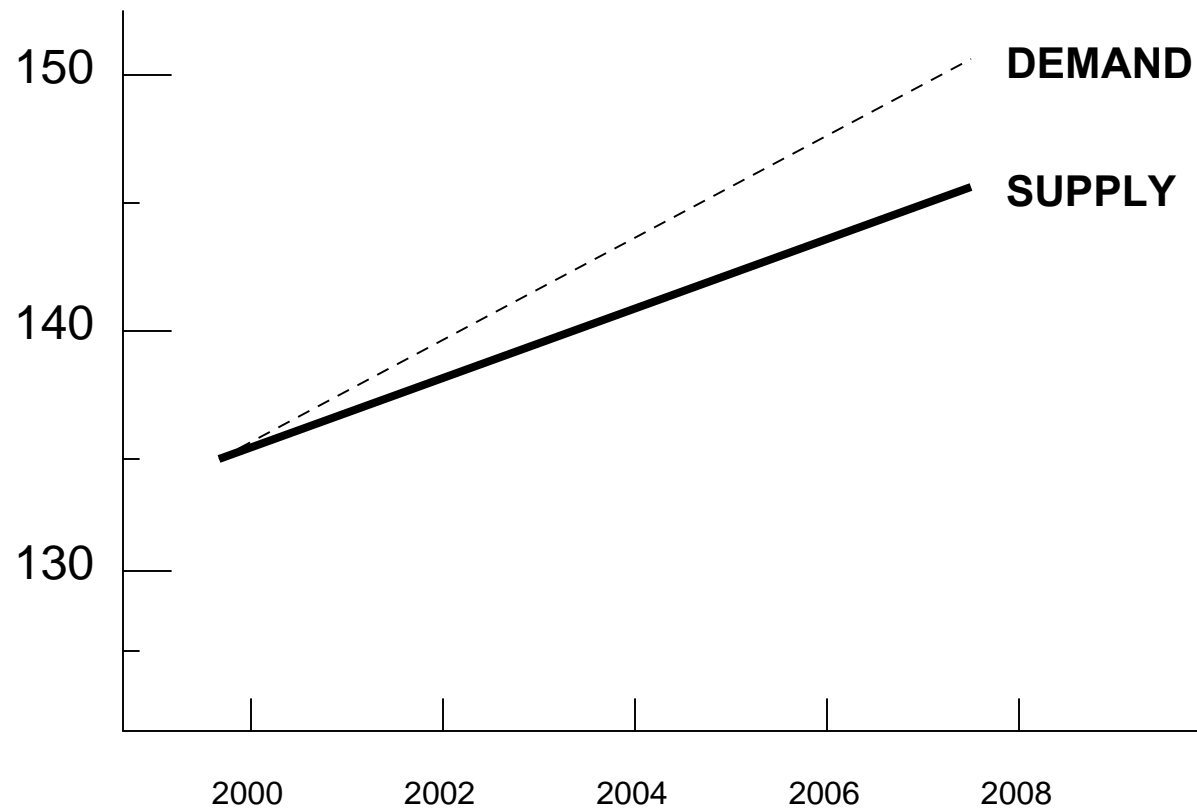
## *External Factors Affecting The Labor Pool*



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# PROJECTED GROWTH/SUPPLY OF U.S. LABOR

Million Workers



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# GENERATIONS

## BUILDERS

Age: 55 & older

No.: 35 million

Capability:  
Expertise

Expectations:  
Security, reward

## BOOMERS

Age: 32 – 54

No.: 78 million

Capability:  
Attitude & practical  
knowledge

Expectations:  
Recognition, mentor  
junior people

## GEN X

Age: 15 – 31

No.: 40 million

Capability:  
Technology

Expectations:  
Opportunity to  
develop skills

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# **GENERATIONS *continued***

## **GENERATION “Y”**

Age: 14 and under

No.: 57 million

Capability: Technology

Expectations: Not yet known but seem to be more tolerant of differences and have a need for meaning in what they do

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## AGE

Boomers – 11,000 a day turning 50, retiring earlier

By 2008 – 55% of workforce aged 55 or older, less than 10% aged 25-54 and less than 20% aged 16-24

## GENDER

Increased number of women entering workforce now and for the next 5 years, decreased number of men

Equal number of men and women in workforce over the next decade

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# MINORITY WORKERS

Are increasing while Caucasian workers are decreasing as a percentage of workforce

Biggest shift is dramatic increase in Hispanic workers across the country – number of available Hispanic workers will nearly double in the next decade

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# ALTERNATIVE LIFESTYLES

Nuclear Families – less than half of households and falling

Disabled Population - makes up about 14% of workforce and expected to rise

Dependency – increased demands for Elder Care and Child Care has created “sandwich generation”

Sexual Preference – 1-5% of workforce\*, approx. 20% larger companies offer benefits to same sex partners (40% of Fortune 100) - expected to rise

\*Census admitted fault in 1990 and 2000 census questions so results not specific enough

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# U.S. WORKFORCE AND LABOR POOL DEMOGRAPHICS ARE SHIFTING...

üGeneration – builder, boomer, X, Y

üAge – early retirement boom

üGender – women increasing

üRace/Ethnicity – rapid shifts occurring

üAlternative Lifestyles – childless couples, single parent families, sexual orientation, mixed families, disabled

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# IMPLICATIONS FOR EMPLOYERS

Overall workforce is shrinking = shortage of talent will continue to plague businesses

Available workforce will look very different – more women and minorities and a wider range of ages including a large no. of older workers

Employers will have to address a wider range of needs and expectations in HR programs and benefits

***Pressure continues and perhaps increases on employers to compete for and retain talent***

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# The 2000 U.S. Census

§ Baseline used was 1990 census to measure rates of change

§ Total population in 2000 was 281,421,906 = increase of 13.1%

§ Race

- 97.9% identified self as single race
- 75% of those white Caucasian
- 6.8 million more than one race = mixed
- common combos are white/American Indian, white/Asian American and white/black.

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## § Race

- Hispanic – 35.3 million or 12.5% of population
- 60% increase from 1990
- about same size as African-American population (12.3%)
- Asian-American – 10 million or 3.6% of population
- 48.3% increase from 1990
- 11% of population is foreign-born
- 18% speak non-English at home

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## Other findings...

§ 50.9% are women

§ 55% Protestant, 28% Catholic, 2% Jewish, 8% none, 6% other

§ 14% disabled

§ 82% high school diploma

§ 31% college degree

§ 41% work in service industry, 14% in manufacturing, 12% retail, 7% construction, 7% finance/real estate, etc.

§ 11 million households headed by unmarried partners which is an increase of 72%

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Other findings continued...

§ 17% households headed by single parents

§ 67% of Americans live in same state as born

§ 12.4% aged 65 and over

§ median age is 35.3

§ 22% between ages of 45 - 64

...more significant changes predicted for next census in 2010 especially with age and race distribution.

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# Key Points to Consider

- ü Behavior vs. beliefs

- ü Role of supervisors and leads

- ü Leaders are representatives of the company, not representing their own beliefs while at work.

- ü What you think is your business. How you act is the company's business.

- ü Legal obligation to support and enforce company policy, workplace rules and operate in full compliance with employment laws.

- ü Intent vs. impact

- ü Company vs. individual liability

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# Legal Considerations

## Federal regulations and statutes

ADA

ADEA

EEOC

AAP/OFCCP

Title VII Civil Rights Act

FMLA

PDA

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# Harassment and Discrimination Cases

Mitsubishi (1998) - \$34 million

Texaco (1996) - \$176.1 million

Ford (1999) - \$8 million

Coca-Cola (2000) – \$192.5 million

Microsoft (2001) – TBD - \$5 billion lawsuit, settlement pending

Celanese Acetate (SC) (2001) - \$75,000

Duke University (NC) – (2001) \$500,000/Supervisor \$5,000

*Could we be next? Let's hope not!*

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# Legal Considerations continued

Spirit vs. letter of the law

Commitment vs. compliance

Some companies who practice non-discrimination by creating a workplace that values diversity are embracing the spirit of the law – inalienable rights, liberty, freedom, equal treatment.

Some companies focus more on legal compliance by providing policies designed to affect our behavior.

Some companies do both, like XYZ Company.

Review of company policies related to diversity.

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# Diversity Danger Signs

- People of color segregate themselves at lunch and meetings.
- There are no open discussions about culture in the workplace.
- There is no diversity training or related initiatives.
- The number of managers and leaders is not representative of the workforce and/or local labor pool.
- Cultural differences are not celebrated or leveraged.
- Training and communications are not provided in multi-modal format.
- Workers access racist web-sites at work. Inappropriate postings appear on the bulletin board.
- The company has no internal expertise regarding EEOC complaints or internal complaints.
- There are no written policies regarding harassment and discrimination.
- There is no forum for handling internal complaints – no open-door.
- Managers or Supervisors make remarks or tell jokes that are based on stereotypes or other inappropriate topics.

Appropriate Topics HR Services

# Why Bother?

- ü To ensure we comply with workplace law and minimize risks to ourselves and the company
- ü To ensure our company remains viable and able to meet diverse needs of employees and customers
- ü To prepare for global expansion if desired
- ü To leverage all the talents and capabilities of our workforce
- ü To maintain an environment that is fair, friendly and inclusive
- ü To respond to the big changes happening to the labor pool and the population as a whole

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# **ONE FINAL ACTION**

***What is one thing you will commit to doing or doing differently in the next 30 days as a result of this session?***

# **ONE FINAL THOUGHT...**

***...Read Poem: Imagine a world...***

***Thank You!***

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