



Many Faces of Diversity



Challenge Activity (1 of 2)

Please write a one sentence definition of:


D I V E R S I T Y



Challenge Activity (2 of 2)

Did any of the following words appear in your definition?


- Different
- Individual
- Race
- Unlike characteristics
- Diverse
- Minorities
- Unique
- Variety
- Socio-economic status



What is Diversity?


Diversity refers to differences, particularly as they relate to the core dimensions of gender, age, race, ethnicity, sexual orientation, and physical abilities.

Diversity also includes differences in education, income, religion, marital and parental status, work experience, military experience and geographic location.




What is Cultural Diversity

- It acknowledges the existence of broad cultural groups within a culture.
- Cultural diversity includes (but not limited to):
 - Language
 - Race
 - Ethnicity
 - Values and religious practices
 - Political views
 - Social and familial responsibilities




The Impact of Diversity

- Currently, there are over 22 million Texas residents.
- The 2010 census verifies that the United States continues to become increasingly diverse. Hispanic/Latino, Asian-American, African-American and Native American populations are among the fastest growing groups.
- As our population grows more diverse, we must be prepared to work with a changing audience




Our Multicultural Nation

- “Minorities” will make up 54% percent of the U.S. population in 2050, compared with 34 percent of the population in 2008.
- More than half of all U.S. children are expected to be from minority ethnic groups by 2023.



Discussion Challenge


- As a group or with your agent discuss amongst each other the demographics in your county for about a minute.
- Once you have explored the demographics in your county, what are some ideas or thoughts in reaching these audiences?



Understanding Diversity

Diversity is more than just tolerating differences. It is respecting, appreciating and understanding the varying characteristics of individuals.

Everyone is unique and no single person is a representative of a certain group. Stereotypes and other racial biases/prejudices are damaging to a business and/or organization.



Attitude is the Key

- Attitudes can go a long way towards overcoming stereotypes.
- It is critical that we are able to identify with our clients and see them for who they are.
- Be careful not to condemn or be judgmental.

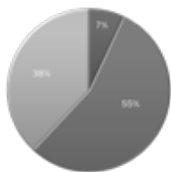


Working with a Diverse Audience

The reality of presenting and speaking in today's society is that our audiences are made up of different people, with different beliefs and from different walks of life. Just like you are a product of how you were raised, your environment, your culture and your beliefs (your "otherness"), so is everyone in your audience. The earlier and better you understand and embrace this dynamic, the better you'll be able to communicate your message.



Three Elements of Face-to-Face Communication




- Verbal
- Nonverbal
- Written




Communication Activity (5 minutes)

Discuss among the group or with your agent the three elements of communication and how they can cause misunderstanding or miscommunication among your audience.



Working with a Diverse Audience (continued)


- Keeps things simple.
- Slow down when you speak.
- Use short and well-understood words.
- Maintain respect and courtesy for people who come from different cultures.
- Avoid long professional or industry specific terminology.
- Be careful with humor-what is funny in one culture might not be in another.
- Stay away from using negative questions or answers.
- Use universal and well understood ideas and examples
- Ask for feedback.
- Summarize what you have said.





Be Careful Not to Make Assumptions
(Group Discussion)
:

Scenario
You meet two young mothers and discuss an upcoming program on food safety. Both seem very interested and say they will come to the program, but only one shows up.

What is your first thought about the mother who doesn't come to the program?




What Do You See?



Points to Remember

- Know your clients, and understand their needs.
- Understand your program.
- Be willing to go where the needs are.
- Identify concentration of diverse populations who live in your community.
- Work with local organizations who serve or are affiliated with diverse populations
- Be positive! You are part of a great program that is making a positive impact in the lives of our clients—don't be afraid to share what we have to offer.



Questions ???

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