



DIVERSITY & INCLUSION
PARTICIPANT WORKBOOK

by

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Terminology

1) Diversity:

Feature of a mixed workforce that provides a wide range of abilities, experience, knowledge, and strengths due to its heterogeneity in age, background, ethnicity, physical abilities, political and religious beliefs, sex, and other attributes.

Diversity in the work environment promotes acceptance, respect and teamwork.

2) Equity & Equality:

Equity: Fairness and impartiality towards all concerned, based on the principles of evenhanded dealing. Equity implies giving as much advantage, consideration, or latitude to one party as it is given to another.

Equality: The same status, rights, and responsibilities for all the members of a society, group, or family.

It is important to distinguish the differences between equity and equality, which both are used in an effort to produce fairness. **Equity** is giving everyone what they need to be successful, where **Equality** is treating everyone the same.

An Inclusive environment strives for both amongst its organization.

3) Bias:

A particular tendency, trend, inclination, feeling, opinion or prejudice, in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair.

4) Unconscious Bias:

Unconscious bias refers to a bias that we are unaware of and which happens outside of our control. It is a bias that happens automatically and is triggered by our brain making quick categorizations, bypassing our normal rationale thinking.

5) Stereotypes:

Stereotypes are generalizations about a group of people whereby we attribute a defined set of characteristics to this group. The use of *stereotypes* is a major way in which we simplify our social world; since they reduce the amount of processing (i.e. thinking) we have to do.

One advantage of a stereotype is that it enables us to respond rapidly to situations because we may have had a similar experience before.

One disadvantage is that it makes us ignore differences between individuals; therefore we think things about people that might not be true (i.e. make generalizations).

By stereotyping we infer that a person has a whole range of characteristics and abilities that we assume all members of that group have. Stereotypes lead to social categorization, which is one of the reasons for prejudice attitudes (i.e. “them” and “us” mentality) which leads to in-groups and out-groups. (source: simplypsychology.com)

6) Micro-Aggressions:

A micro-aggression is the casual degradation of any marginalized group.

The term was coined by psychiatrist and Harvard University professor Chester M. Pierce in 1970 to describe insults and dismissals he regularly witnessed non-black Americans inflict on African Americans.

Examples of Micro-aggressions:

- a. 'What are You' questions regarding racial or mixed racial background.
- b. Where are you *really* from?
- c. Dismissing the proper pronunciation of names.
- d. Asking someone to speak for their entire race.
- e. Crossing the street to avoid walking past someone of a different race, ethnicity, etc
- f. Telling a black person they speak like a 'white' person
- g. Asking an Asian person to help you with math
- h. When you call a tech hotline and if a woman answers asks to speak to a man
- i. Implying a woman is a lesbian because she doesn't want children
- j. Calling all Asians Chinese
- k. Assuming all people of Arab descent are Muslim

Importance of Diversity

A. Benefits

- 1. Attracts Different Cultural Backgrounds
- 2. Creates Culture of New Ideas and Experiences
- 3. Promotes Acceptance of Differences
- 4. Allows for Different Viewpoints & Perspectives
- 5. Improves Creativity and Productivity
- 6. Treats ALL People with Dignity and Respect

B. Challenges

- 1. Gender issues are still prevalent
- 2. Cultural, Ethnic, Religious differences
- 3. Generational Gaps
- 4. Communication Challenges

Effects of Unconscious Bias

Categories:

- Age
- Belief System
- Color
- Religious Creed (Including dress and grooming practices)
- Disability (Mental and Physical)
- Medical Conditions (Including genetic, cancer, HIV, etc)
- Marital Status
- Gender / Gender Identity / Gender Expression
- National Origin
- Ethnicity
- Political Beliefs
- Race
- Sexual Orientation
- Veteran and Military Status
- Social Standing
- Pregnancy (Including breast feeding, conditions related to pregnancy)
- Education

Types: *partial list**

- 1) **Confirmation Bias:** We love to agree with people who agree with us. It is an unconscious act of referencing only those perspectives that support our pre-existing views, while at the same time ignoring or dismissing opinions that threaten our world view.
- 2) **In-group Bias:** Similar to confirmation bias, we prefer people that are part of our 'tribe'. Causes us to overestimate the value of those in our group at the expense of those outside of our immediate group of people we know. (Also known as *Affinity Bias*)
- 3) **Expectation Bias:** The belief that things will turn out the way they did in the past, by placing more value on previous events to determine future outcomes than other information.
- 4) **Status-Quo Bias:** Believing that change is bad or that it will be worse than what we have. It leads us to make choices that don't change things too much or guarantee they stay the same. 'If it ain't broke, don't fix it'.
- 5) **Negativity Bias:** We're more attracted to bad news & believe it's more important than good news.
- 6) **Bandwagon Bias:** Our innate desire to belong to the 'crowd' makes us enter into a 'group-think' mentality. Our individual preferences are unconsciously ignored and we just go with the flow of the group.
- 7) **Projection Bias:** We assume everyone thinks like we do, believes what we believe, should behave the way we do, etc.
- 8) **Current Moment Bias:** As humans we would rather experience pleasure in the current moment without regard for the consequences in the future.

Activity: How do these biases show up on campus and within your departments?

Unconscious Bias Behaviors:

Everyone has biases. We're hard-wired to categorize what we see out in the world. It's subliminal, unconscious and we all have blind-spots. Our upbringing, experiences, and the media have all influenced our thinking and decision-making. We must bring our conscious awareness to our own biases and recognize the effect they have in the workplace and our lives. Without acknowledging and addressing them, we inhibit our ability to create an inclusion environment.

How biased are you? Find out at [Project Implicit](#). Take one of 14 **Implicit Association Tests** (IAT) to gauge your bias on issues ranging from race and age to gender and religion. Developed by scientists at Harvard, the University of Washington, and the University of Virginia, the tests measure the unconscious associations between concepts and values. Warning... you may be surprised by the results!

Activity: Car Brand Exercise

Part 1: Consider and answer the following questions:

- a. How old were you when you first heard of this group?

- b. What did you hear about this group during different phases in your life from:
 - 1. Parents/Family:

 - 2. Peers:

 - 3. Media:

 - 4. Other Sources:

- c. How did those experiences influence your thoughts and feelings about this class of vehicles?

Part 2: What biases, stereotypes, and/or prejudices are you aware of regarding your college or community? What do you think people believe about the ArtCollege brand?

Steps to Changing Bias

- 1. Reflect.** Spend time reflecting on the biases you might have. Think through them, where they came from, do they have any validity or reason to them.
- 2. Confront.** Consider why you might be holding onto a bias. Is it *fear* – a preventative measure based on a past experience? Is it *avoidance* – a way to dodge difficult situations with groups you don't understand or that make you uncomfortable? Is it because of *security*; a crutch that helps you feel better about yourself?
- 3. Engage.** Prove the bias wrong by engaging in conversations and activities with people different from yourself. Get to know people as individuals and notice how these experiences dispel the bias. Step out of your comfort zone.
- 4. Commit.** Make a commitment to relate to *individuals*, not groups. Remember that everyone is unique and not a stereotypical member of a group. Catch yourself!
- 5. Maintain.** Embrace each opportunity to meet and experience new people and appreciate the differences and unique elements that make that person who they are. Diversity is an ongoing process.
- 6. Discuss.** Talk about your experiences with bias and overcoming bias. Encourage others to talk about their experiences. Use these discussions to bring awareness to lingering blind spots and to continue to build a bias-free campus.

Embracing Differences and Creating Dialogue

Understanding the benefits of Diversity and Inclusion is just the first step. Once you've become aware of the Biases and Stereotypes that exist, both within yourself, on your campus, and within the community, the next step is to discuss ways to overcome their negative effect and implement programs that foster respect, inclusivity, and community.

It may not be possible to avoid some automatic stereotypes or prejudices, but it is certainly possible to consciously rectify it. It's important to understand that beliefs and biases can change over time. Research evidence suggests that a change in behavior can modify beliefs and attitudes. Additionally, studies show when people work together in a structured environment to solve shared problems through community service, their attitudes toward certain groups of people can change dramatically.

Activity:

Part 1: What Personal Steps can you take to affect a more inclusive campus?

Part 2: What programs, activities, and events could you develop and implement?

Dr. Ellen Contente is President/Founder of Heart-Centered Programs, a national Women Owned Training, Coaching and Speaking organization offering Leadership programs with a Work/Life Balance focus. Her programs are tailored, interactive, and filled with hands-on activities and valuable content. Participants benefit from her expertise and companies realize improved morale, increase satisfaction and efficiency, while inspiring people to work with more **'Passion, Purpose, and Play'**.TM

She is a top-rated International Trainer, Professional member of the National Speakers Association, and Business Coach. She has presented over 1,000 programs to Multi-National Organizations, Local Municipalities, Non-Profits and Associations across the United States and Canada.

Ellen is a mother of 18-year old twins and three cats (as of now). She resides in the Los Angeles area with her husband and travels worldwide for business and pleasure. It has truly been a pleasure to serve and support you today in your business needs.

Clients include (partial list): City of Los Angeles, Disney, Six Flags, USC, Claremont Colleges, KPMG, Price Waterhouse, Trader Joe's, Chase, GE Aviation, Aetna, Ceridian, Verizon, Prudential, DeVry University, Virgin Atlantic, JetBlue, Toshiba, HBO and many others.

Have Ellen Contente Speak at your next organizational meeting!

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