LATIN AMERICAN
CHAMBER OF COMMERCE
CHARLOTTE

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LEADing UP:

Step by step movement to change.

Welcome
¡Bienvenidos!

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Ignite an Innovative Future Now.

leadershipintheclouds.com

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Let’s all smile. Photo moment!

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BREAK 15-MINUTES SHARE THOUGHTS ABOUT UNCONSCIOUS BIASES

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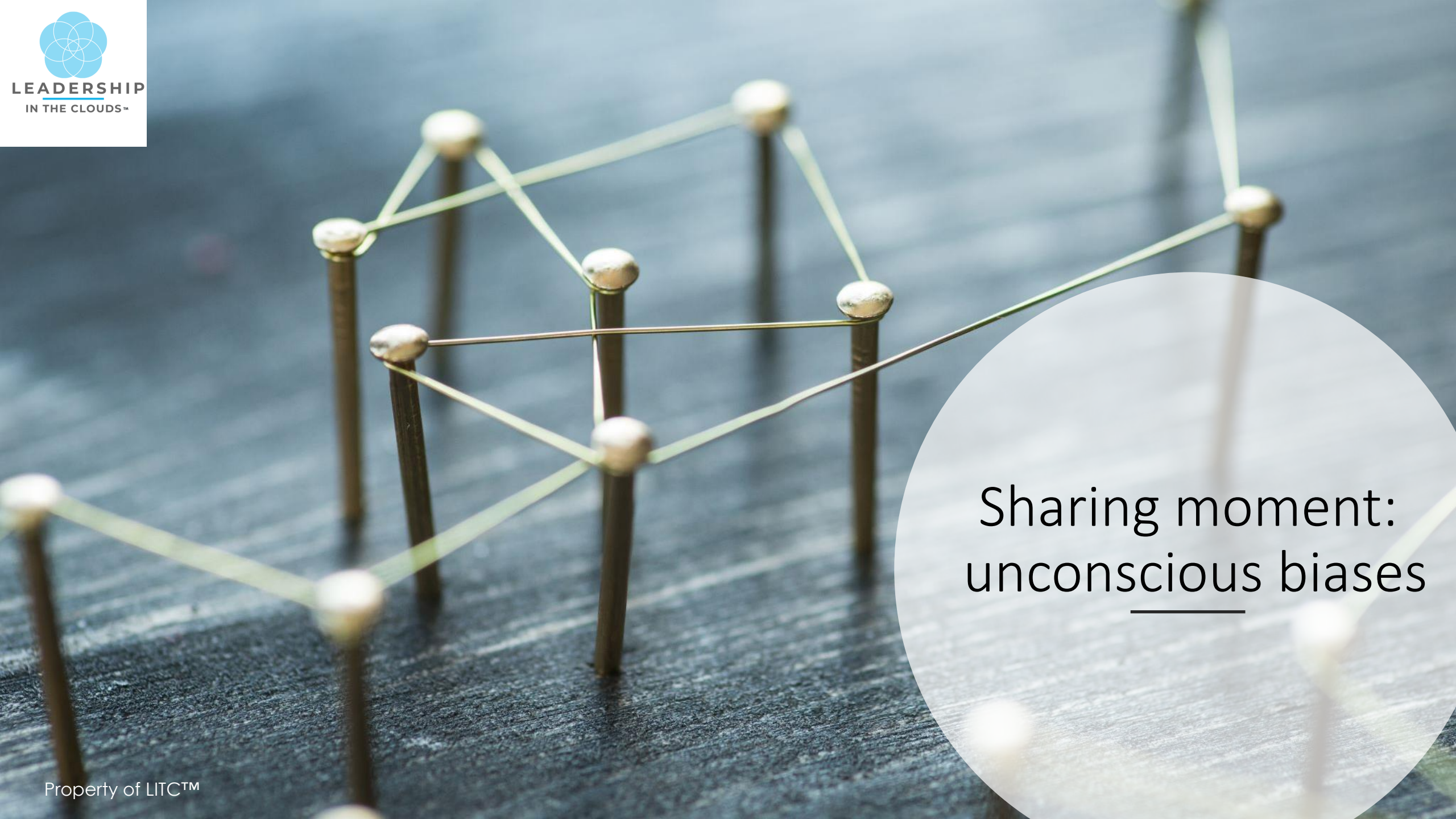

Sharing moment: unconscious biases

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CULTURAL VALUES

https://www.youtube.com/watch?v=rzaeRBUencA

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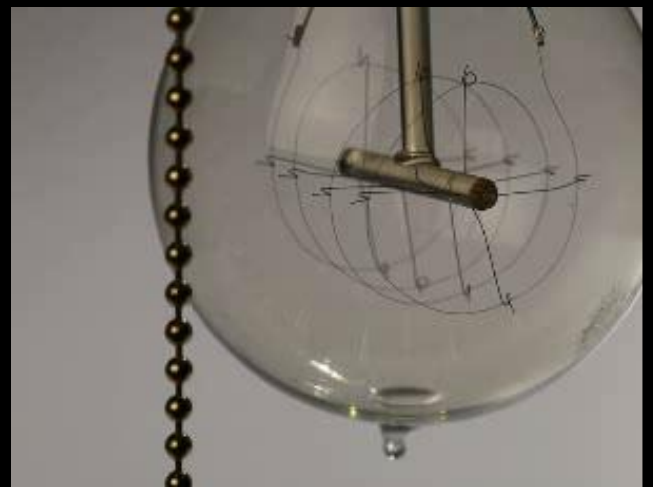
Insights – Discoveries - Takeaways



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"I HEAR AND I FORGET,
I SEE AND I REMEMBER,
I DO AND I UNDERSTAND"
-CONFUCIUS-

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Communicate the understanding of that person's feelings.

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Communicate	Don't be	Try	Be
Communicate that you understand others' feelings by verbalizing that you hear them.	Don't be vague. Summarize what you have heard and ask if you got it right.	Try using empathic nonverbals, even in a virtual environment.	Be intentional with your camera framing to communicate nonverbally and show your team you are journeying alongside them.

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“Building the Tapestry, We Call Home”

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Tradition and culture issues and concepts

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Cultural Awareness

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Cultural Iceberg

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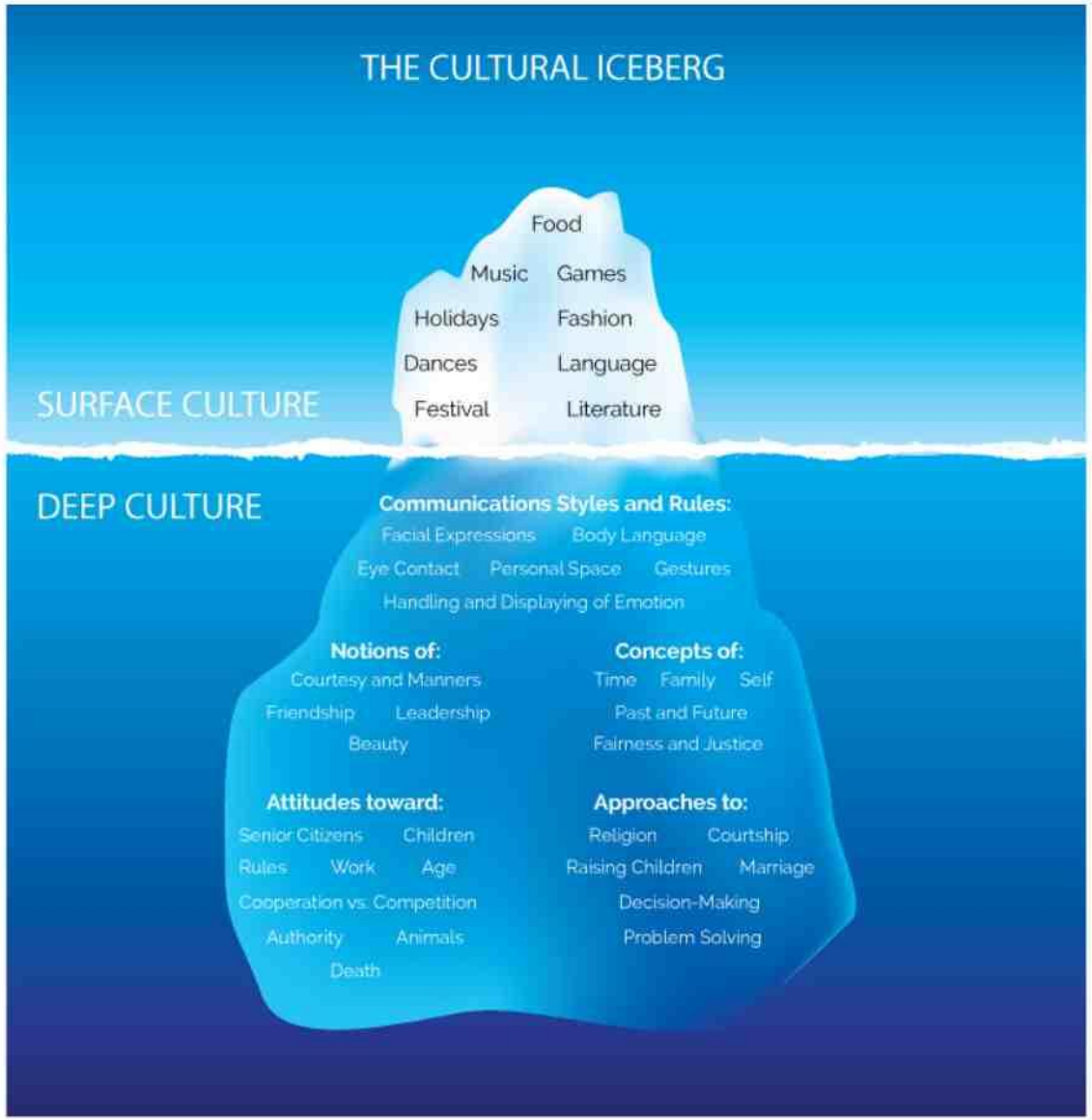

- The majority of cultural values are beneath the surface and cannot be seen based off appearances.
- Deep cultural factors often impacts us more in the community or in the workplace than surface cultural factors
- Factors beneath the surface assist us in Accomplishing work-related tasks.

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THE CULTURAL ICEBERG

SURFACE CULTURE

Food
Music
Games
Holidays
Fashion
Dances
Language
Festival
Literature

DEEP CULTURE

Communications Styles and Rules:
Facial Expressions
Body Language
Eye Contact
Personal Space
Gestures
Handling and Displaying of Emotion

Notions of:
Courtesy and Manners
Friendship
Leadership
Beauty

Concepts of:
Time
Family
Self
Past and Future
Fairness and Justice

Attitudes toward:
Senior Citizens
Children
Rules
Work
Age
Cooperation vs. Competition
Authority
Animals
Death

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

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Understanding Culture and Diversity in Building Communities

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What is culture?

- As community builders, understanding culture is our business.
- "Culture" refers to a group or community which shares common experiences that shape the way its members understand the world.

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Why is culture important?

- Culture is a strong part of people's lives. It influences their views, their values, their humor, their hopes, their loyalties, and their worries and fears.
- This section is an introduction to understanding culture, and will focus on:
  - What culture is
  - The importance of understanding culture in community building
  - Envisioning your cultural community
  - How to get started in building communities that encourage diversity.

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Why is understanding culture more important if we are community builders?

- In order to build communities that are powerful enough to attain significant change, we need large numbers of people working together.
- Each cultural groups has unique strengths and perspectives that the larger community can benefit from.
- Understanding cultures will help us overcome and prevent racial and ethnic divisions.
- People from different cultures have to be included in decision-making processes in order for programs or policies to be effective.
- An appreciation of cultural diversity goes hand-in-hand with a just and equitable society.
- If we do not learn about the influences that cultural groups have had on our mainstream history and culture, we are all missing out on an accurate view of our society and our communities.

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What kind of cultural community do you envision?

- Can you imagine the kind of cultural community you want to live or work in?
- Here are some questions that may help you think about your community:
  - Who lives in your community right now?
  - What kinds of diversity already exists?
  - What kinds of relationships are established between cultural groups?
  - Are the different cultural groups well organized?
  - What kind of struggles between cultures exist?
  - What kind of struggles within cultural groups exist?
  - Are these struggles openly recognized and talked about?
  - Are there efforts to build alliances and coalitions between groups?
  - What issues do different cultural groups have in common?

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Helpful tips to start building a diverse community

- Welcome everyone.
- Guilt doesn't work in fostering diversity.
- Treating everyone the same may be unintentionally oppressive.
- People can take on tough issues more readily when the issues are presented with a spirit of hope.
- Building a team around us is the most effective way of creating institutional and community change around diversity issues.
- Recognize and work with the diversity already present in what appears to be homogenous groups.

In Summary

- We've talked about what diversity is, why it is important, how to begin envisioning your ideal diverse community, and how to set up an environment that fosters diversity. This is only the beginning.

Source: Community Tool Box www.communityhealth.ku.edu

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What is Her Name?

With a partner, determine which name belongs to the picture of each individual!

- Mercedes Prasad
- LeeAnn Greenwood
- Kesha Jones
- Claire Tyler

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Example: Southerners

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Cultural Stereotypes

- Invasive of co-workers personal lives; “Are you married, do you have kids, what church do you go to?”
- Referencing “Christian values and principles” in the workplace.
- Using “honey, sweetie, baby-boy, baby-girl” at work.

Visual Stereotypes

Example: Millennials

Visual Stereotypes

Cultural Stereotypes

- Job Hoppers
- Come to work LATE
- Poor face-to-face communication
- Want EVERYTHING, and want it NOW
- Too OPEN and EXPRESSIVE
- Too collaborative

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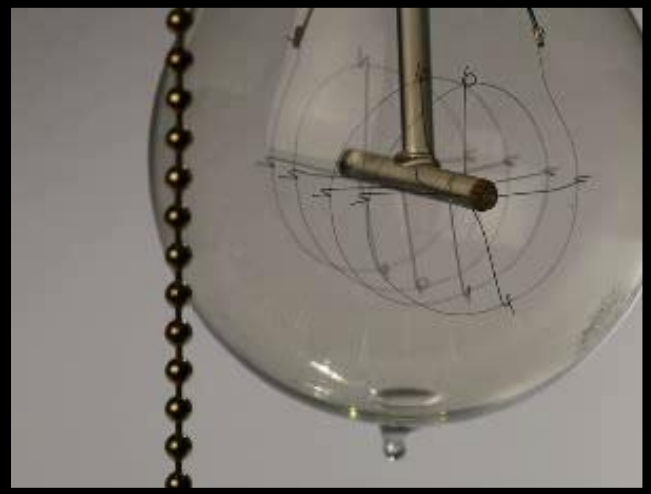
ASK YOURSELF:
WHAT ARE MY VALUES?

Insights – Discovers – Take Away



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Don’t go through life wearing blinders.

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Additional information…

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Implicit Bias

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Implicit Bias

- Implicit bias refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner.
- These biases, which encompass both favorable and unfavorable assessments, are activated involuntarily and without an individual's awareness or intentional control.
- Residing deep in the subconscious, these biases are different from known biases that individuals may choose to conceal for the purposes of social and/or political correctness.
- •Studies have shown that implicit biases begin developing in us as early as age four and are fully developed by age 10

http://kirwaninstitute.osu.edu/research/understanding-implicit-bias/

Travis Nicholson – Equal Employment Opportunity Commission

Implicit Bias

Implicit Bias Can Result In:

- Devaluing and trivializing individuals' concerns and accomplishments
- Excluding individual(s) from the team
- Underutilization of talent
- Consumption of energy (time and resources) earning the respect back
- Low morale for the individual(s) and bystanders

Implicit Bias Can Also Result In:

- Micro-aggressions: Brief, everyday exchanges that send denigrating messages to marginalized groups
- Micro-inequities: Slights that demean or marginalize a person

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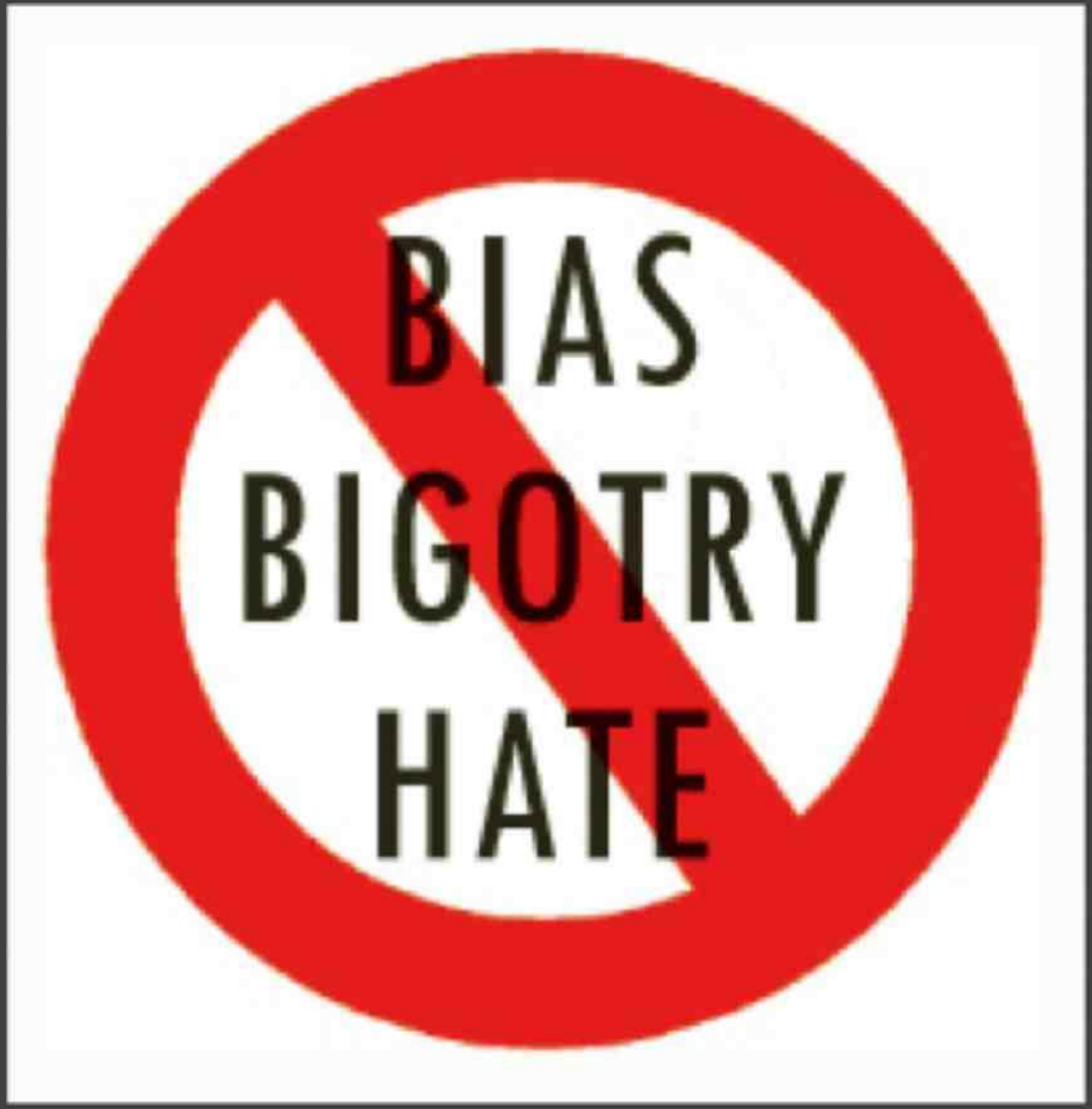
De-Biasing

- Remember it's all about you
- Become aware
- Be open to different perspectives
- Modify your approach to fit the situation
- Be an active player or bystander



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What's Next?

How do you move forward?

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You already began the process.

DIGEST THE INFORMATION TODAY.

PUT INTO PLACE A SYSTEM OF TRANSFORMING.

USE THE PROCESS TO DEVELOPING YOUR ACTION PLAN.

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FORMULA FOR SUCCESS!

Leadership development,

plus

Emotional Intelligence,

plus

Stress Management

plus

Cultural Awareness…

End result is

A Game Plan for Life©

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Next step…

1. Connect with each other thru social media: LinkedIn and Facebook.

2. 11/16/22 session: DE&I segment presenter Alfred Ramirez, Transformational Leader within the Alliance at Leadership in the Clouds™.

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THANK YOU