Reversing the Ostrich Approach to Diversity

Pulling your head out of the sand
The Ostrich Wheel

• Explore skills to help you be a role model for culture change
• Lead a diverse environment by applying the 5 simple concepts
• A practical 5 step resource/process for individuals and teams—book, micro-learning activities and an online course.

Available on Amazon | www.ostrichwheel.com
Organizational Myths

- Hire for culture fit
- Culture doesn’t matter
- Culture is HR’s job
- We can do it on our own
- Everyone is informed
Head, Heart, Hand

**Head**: What do you know and what do you think?

**Heart**: How do you feel about it? What do you want?

**Hands**: How will you act – combining what you think and how you feel?

Why Change?
What SKILLS will you need to lead the change?
Conflict Avoidance

Avoiding any situation that might result in confrontation or hurting someone’s feelings.

• **Walking on eggshells** can occur when we:
  ✓ Tiptoe around or avoid sensitive issues—resentment and misunderstandings to pile up
  ✓ Make inappropriate assumptions about others
  ✓ Worry obsessively saying the wrong thing

Stop walking on eggshells
Eggshell Club

- Neck stretch & crane
- Defensive back pedal
- Sideways leer
- Offensive front pedal
- Eggshell walk

Stop walking on eggshells
Marginality & Mattering

• “I wasn’t invited to an important meeting and a lot of crucial decisions were made.”

• “One of my ideas was dismissed. Someone else suggested it 10 minutes later and got all the credit for his ‘brilliant’ solution.”

• Everyone is welcome; and bring the newbie interns with you!

• The event was a huge success, with over a thousand attendees and their wives.

• Juan and Mr. Robertson arrived at the meeting together.

• Heidi prepped the PowerPoint and Mr. Taylor facilitated the meeting.
“I’ve heard that immigrants from ‘there’ aren’t driven.”

“Therefore, Mary must not possess enough drive for that role.”

“Let’s not consider Mary for that upcoming role.”

Ensure others matter

Marginalization

Stereotypes

Distortion of unfair assumptions & generalizations

Exclusionary behavior & practices
Broaden Your World View

Recognize your own stereotypes – Who do you tend to stereotype?

Do a self-assessment – Identify how you tend to judge others (dress, age, gender, etc.). What behaviors are evident to the other person that confirm your biases and stereotypes?

Create opportunities to connect with people different from you — Invite someone to lunch whom you ordinarily would not ask.

Ethnocentrism & Geocentrism

The regard of one's own ethnic group or society as superior to others.

The ability to find a variety of choices when seeing the world and situations.
Stop, Start, Continue

Get Out of the Desert
Thank you

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