

# DIVERSITY AND BEHAVIOR CHANGE

EXAMINING AND OVERCOMING  
DIVERSITY AS A RESPONSIVITY FACTOR

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## GOAL

- Discuss the relationship between diversity and behavior change
- Discuss how to improve employees' understanding of diversity

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## SUSHI



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## RESPONSIVITY

- What is it?
- The clients' ability to respond effectively to programming

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## COLLABORATIVE RELATIONSHIP

- Both parties take an active role in the change process
- Necessary for change process to occur

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## DIVERSITY

- What is it?
  - Differences and variety

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## GREAT...BUT...

- EEs will not just “get it” by telling them to
- Must take a formal institutional role

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## ACTIVE DIVERSITY

- Agency must make a conscious and focused effort
- View diversity as a practical behavior change tool
- Must use a dynamic lens
- Centers on 2 principles

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## ACTIVE DIVERSITY

- Go back to the definition
  - Diversity and differences
- Multi-step approach

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## ACTIVE DIVERSITY

- Starts with hiring
- Onboarding orientation/training
- Specific diversity issue training
- Repeated focus on 2 Active Diversity principles

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## ONBOARDING ORIENTATION/TRAINING

- Start broad
- Focus on big picture
- Discuss why
  - Collaborative relationship for behavior change

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## SPECIFIC DIVERSITY TRAINING

- Know your specific diversity needs
- Teach the terms
- Discuss operational challenges and impacts

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## 2 PRINCIPLES

- 1) We need to think beyond our own experiences
- 2) There is no “normal”

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## OUR OWN EXPERIENCES

- Extremely limited
- World is a big place
- We only experience our little part of it

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## “NORMAL”

- Does not exist
- World is not
- Most people use the idea of “normal” to describe their own way of thinking

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## SUSHI



- What were this person’s personal experiences?
- What was the “normal”?

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## MAKE ‘EM THINK ABOUT THEIR NORMAL

- Facilitate open discussion about:
  - Where do individuals’ judgements and opinions come from?
    - How are they formed?
    - Who/what influences them?

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## MAKE A LIST

- Ask employees to name things that people judge
  - Not things they personally judge, just things that are judged
- Make the list huge

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## MAKE A LIST

- One by one talk about the factors on the list
- Discuss what judgements exist about the factors
- Discuss how and when these judgements cause harm to the collaborative relationship

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## USE THE LIST

- Use it to spark thought
- Use it to highlight how much judgement really exists
  - It is shocking sometimes
  - It can be sad

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## USE DIVERSITY AS A TOOL

- Think of diversity as a tool to help change behavior
- What can we do to proactively mitigate diversity as a barrier?
- How can we make sure these factors positively affect the collaborative relationship?

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## PERSONAL VS. PROFESSIONAL

- It is OK if someone has a personal judgement, just focus on the professional impacts
- Do not make an employee feel attacked for their beliefs

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## SUSHI



- How could the person have changed their thinking to not offend me about Sushi?

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## AVOID ALGERNON EFFECT

- Teach the Algernon Effect and how to avoid it
  - Assumption that a diversity factor you view as negative, harmful, or sad should inherently be changed
- Extremely offensive
- Rethink “normal”

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## BE INSPIRATIONAL

- Find facilitators who can inspire
  - Someone highly engaging
  - Someone welcoming
  - Someone with high energy
  
- Employees should feel empowered to use diversity as a tool

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## CURRENT EVENTS

- Employees will bring up current events
  
- Work them in proactively
  - Must have a well informed facilitator
  
- Need strong group control

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## BEHAVIOR CHANGE

- Will struggle to exist if the client feels offended or unwelcomed
  
- Use Active Diversity at your Agency

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## LIVE BY THE 2 PRINCIPLES

- 1) We need to think beyond our own experiences
  
- 2) There is no “normal”

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## SUSHI



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## THANK YOU FOR ATTENDING

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I'd love to talk to you, don't be shy!

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