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

SUSHI

RESPONSIVITY

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

COLLABORATIVE RELATIONSHIP

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

DIVERSITY

- What is it?
  - Differences and variety
**GREAT...BUT...**

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

**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

**ACTIVE DIVERSITY**

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

**ACTIVE DIVERSITY**

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

**ONBOARDING ORIENTATION/TRAINING**

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

**SPECIFIC DIVERSITY TRAINING**

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

1) We need to think beyond our own experiences

2) There is no “normal”

OUR OWN EXPERIENCES

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

“NORMAL”

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

SUSHI

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

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?

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
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

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

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?

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

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

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”
**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

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

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

**LIVE BY THE 2 PRINCIPLES**
1) We need to think beyond our own experiences
2) There is no “normal”

**SUSHI**

**THANK YOU FOR ATTENDING**
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I'd love to talk to you, don't be shy!