



**Engagement, Experiences &
Empathy**
***In the Age of Diversity, Equity,
Inclusion and Belonging (DEIB)***

#Integrate2022

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A Little About Me...

The Beyonce of the Business World



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- Active Member of PR organizations and communication boards
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“An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity.”

~ Martin Luther King, Jr.

The DEIB Agenda is HOT

- We are all operating in an increasingly culturally diverse environment where we need to be able to interact, communicate, build relationships, and work effectively with people from diverse cultural and ethnic backgrounds.
- Embracing diversity and forming welcoming, inclusive cultures is not just the right thing to do. It makes business sense.
- An inclusive organization is two times as likely to exceed financial targets, three times as likely to be high-performing, six times more likely to be agile and innovative, and eight times more likely to achieve better business outcomes.
- Culture plays a huge role in today's DEIB agenda and is what will ultimately move the needle.
- By definition, culture is “the ideas, customs, and social behavior of a particular people or society.”
- An organization's culture is the culmination of the priorities, values and behaviors, which support their employees in how they work singularly, in teams and with clients.
- **However, are we as communicators creating cultural capital for our clients and organizations?**

Disruptive Forces Shaping the Industry



Shifts in demographics



Discrimination and Bias



Globalization & Nationalism

A Sense of Place: For Profit



- According to the US Census, there are 78M people in the West region.
- The 2020 census results show that the South now houses a decided plurality (38%) of the U.S. population. West Virginia is part of this demo considered South Atlantic Region 3, Division 5.
- And over the 50-year period between 1970 and 2020, the Northeast and West populations switched positions: the Northeast's share declined from 24% to 17% as the West's share rose from 17% to 24%.
- It is likely the nation's population became more racially diverse, particularly among children and young adults.
- Why is this important? **Census totals help determine the amount of funding that state governments and local communities receive from the federal government for the next decade.**

Bias Breakdown (Audience participation)

- We all have bias.
- In any given moment we are confronted with 11M pieces of information. Forty pieces of information is actually what our brains can process. But the funny thing in that 11M, we form 150 different implicit biases.
- Implicit bias and stereotypes we form are how our brains depend on our experiences, history and perceptions to make decisions.
- Our brains are wired for sameness and tend to reject differences.
- Need some audience participation on common implicit bias statements.
- The good news is you can unlearn bias.



Marion Fayolle

Think Global...Culture 101

- Today's world is diverse and global. Technology has made interactions across cultures around the world part of everyday life.
- Social media channels continue to allow people to regularly interact across national borders.
- Many industries currently have a significant amount of international collaboration, and careers in many fields increasingly entail working with people from different countries, both directly and indirectly.
- Successfully navigating our globalized society entails being able to understand and appreciate diversity in its many forms, and to effectively engage and communicate with people from different cultures.



- Recognizing our increasingly globalized society, many industries and professional organizations are emphasizing the importance of **cultural competence** and related skills (e.g., global awareness, self-awareness, empathy) as essential in today's workplace.
- Cultural competence is the ability of a person to effectively interact, work, and develop meaningful relationships with people of various cultural backgrounds.

Building an Inclusive Culture

ENGAGEMENT

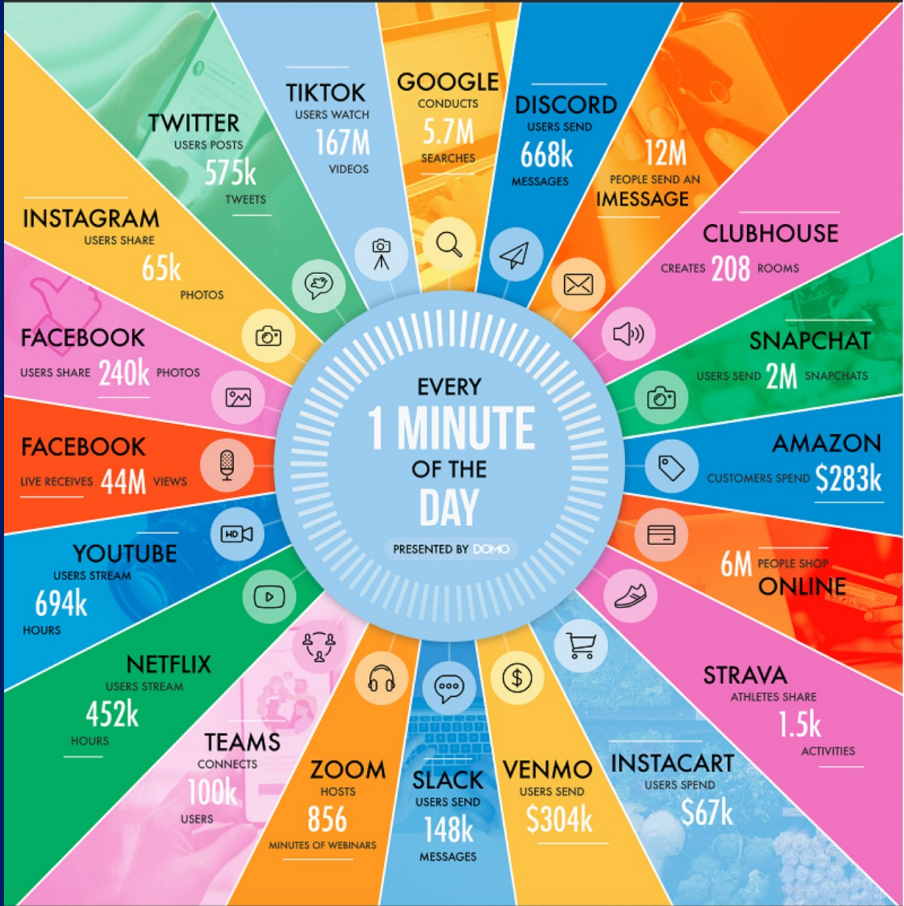
The Art of Persuasion: New Rules of Engagement

- According to a 2019 article in the Harvard Business Review, the ability to persuade, to change hearts and minds, is the single greatest skill that will give you a competitive edge in the knowledge economy — now the creator economy.
- People crave human connection especially using social media channels. In addition to sharing content, people share experiences.
- A component of cultural competency is effective engagement. Engagement should be mutually beneficial and a reciprocal learning experience in which you learn from one another. Focus on the behaviors and the situation, not the person.

91%

of users want brands to be authentic with their social media content.

The State of Digital Conversations



12M

Text Messages Sent on iPhone

2.5M

Snapshots Sent

452K

Hours streamed on Netflix

167M

Tik Tok videos watched

44M

Facebook Live views

5.7M

Google Searches

EXPERIENCES

Community and Collaboration

The Four Agreements

Don Miguel Ruiz

Be Impeccable With Your Word

Speak with integrity. Say only what you mean. Avoid using the word to speak against yourself or to gossip about others. Use the power of your word in the direction of truth and love.

Don't Make Assumptions

Find the courage to ask questions and to express what you really want. Communicate with others as clearly as you can to avoid misunderstandings, sadness, and drama. With just this one agreement, you can completely transform your life.

Don't Take Anything Personally

Nothing others do is because of you. What others say and do is a projection of their own dream. When you are immune to the opinions and actions of others, you won't be the victim of needless suffering.

Always Do Your Best

Your best is going to change from moment to moment. It will be different when you are healthy as opposed to sick. Under any circumstance, simply do your best, and you will avoid self-judgment, self-abuse, and regret.

1. *Don't Gossip*

2. *Don't Take Things Personally*

3. *Don't Make Assumptions*

4. *Do Your Best*

- This framework for the Four Agreements work well in communications especially for teams collaborating and working on a deadline.
- The framework is also good for conflict resolution or to better understand a colleague's attitude or behavior while working on projects.

Belonging: Cultural Contribution vs Cultural Fit



- *The Wu-Tang Manual* was written by RZA and is a great book to be applied to workplace culture.
- Wu-Tang Clan was the first rap dynasty.
- In this book you can draw wisdom from the profound and the profane.
- While many companies claim to be a great place to work, you want your company to be a great place to work for.

EMPATHY

Lessons from Literature



Bringing Your Authentic Self to Work

- There is a difference between empathy and sympathy.
- Empathy is our ability to put ourselves in the shoes of others and to understand what another person is experiencing.
- ***“Nobody cares how much you know, until they know how much you care”. – Theodore Roosevelt***
- Empathy is a skill. However, everyone has a different level of empathy.
- Listen and learn from your audiences both internal and external. A brand must understand what resonates in conversations of the moment among an audience.



Inclusive Communications: More Than a Month



- The climate around business is changing.
- Expectations around the employee experience and what employees expect from their employers have shifted.
- THIS IS YOUR OPPORTUNITY to set the standard.
- Let's elevate the Inclusion conversation.
- Recognize progress on your teams and in your communication strategies.

Build Your Best DEIB Framework

For a new generation of leaders who are marketing and communications professionals—working at the intersection of strategy, creativity and technology to tackle the biggest business challenge: **Tomorrow.**

Key Takeaways

- 1.) Understand the Power of Inclusivity.** As communicators we should focus not just on diversity and differences but being more inclusive in our communications to really drive engagement. Promote positive authenticity. Show courage. Stand up for what you believe is right, even when it means taking a risk.
- 2.) Understand Cultural Competency Behaviors:** Displaying the cultural competency behaviors of active listening, empathy, and effective engagement can help us to create a welcoming environment and establish the appreciation of similarities and differences among cultures.
- 3.) Be humble.** Admit mistakes, learn from criticism and different points of view, and overcome your limitations through education and awareness.



Questions?



**THANK YOU FOR
YOUR TIME !!**