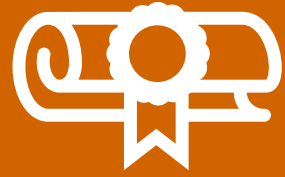# Welcome to September Ecosystem Enrichment!

Cultural Competence in Workforce Development

WHAT IS ECOSYSTEM ENRICHMENT?

Monthly professional development opportunity for workforce professionals – career coaches, business services representatives, training instructors, and more!

Information that helps connect a complex system of services so that jobseekers can get the support they need to find, obtain, and maintain quality employment – no matter where they start!

Broadly applicable workforce development skills/knowledge with local context

Join us each month for more, invite others you think are a good fit, and reach out if you have questions about previous or upcoming sessions

Housekeeping Items

The session is being recorded, the PowerPoint and other materials will be sent out after the session.

Please mute yourselves to make sure that speakers can be heard, and we do not experience feedback. Cameras on is a great way for our speakers to see how you all are reacting to the information!

Feel free to share your own thoughts, reactions, and reflections to the topics as we go along using the chat. There is time for Q+A built in throughout the afternoon. If you have technical issues, send those to me privately!

Introductions

Type in the chat

Name, Role, Organization

What are you hoping to learn today?

Key Learning Objectives

Understand your cultural competency

Understand your privilege/oppression

Understand your implicit and explicit bias

How to deliver culturally responsible service in workforce development

Providing Culturally Inclusive Services

Eddie Rickenbach

- Director, Coaching and Employee Support Initiatives (15 years with Goodwill)

- Dad with 6 Kids and a Grandkid

- Rockstar Energy Drink

Eddie Rickenbach

- Director, Coaching and Employee Support Initiatives (15 years with Goodwill)

- Dad with 6 Kids and a Grandkid

- Rockstar Energy Drink

Topics

1. Defining cultural beliefs, values, and identities

2. Understanding cultural competency

3. Understanding cultural humility, privilege, and marginalization

4. Implicit and explicit bias

5. Delivering culturally responsible services

# 1. Defining Cultural Beliefs, Values, and Identities

What is Culture?

"Culture is an integrated pattern of human behavior that includes thoughts, communications, languages, practices, beliefs, values, customs, courtesies, rituals, manners of interacting, roles, relationships and expected behaviors of a racial, ethnic, religious or social group."

- National Center on Cultural Competence
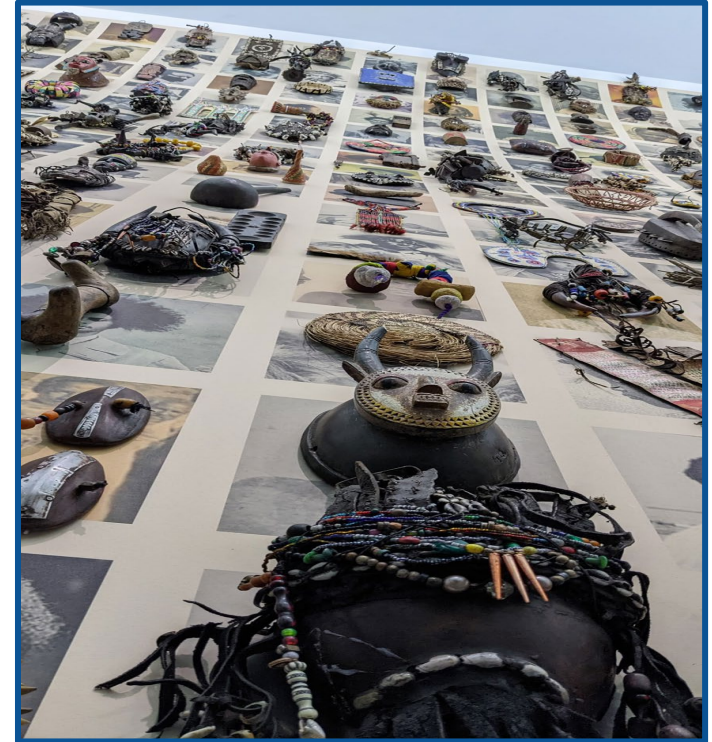
What are Cultural Values?

Values are a culture's standard for discerning what is good and just in society. Values are deeply embedded and critical for transmitting and teaching a culture's beliefs.

Major Cultural Values

Collectivism vs. Individualism

Major Cultural Values

Collectivism vs. Individualism

Hierarchy Power vs. Equality

Major Cultural Values

Collectivism vs. Individualism

Hierarchy Power vs. Equality

Time Orientation

Major Cultural Values

Verbal vs. Nonverbal Communication

Major Cultural Values

Verbal vs. Nonverbal Communication

Formal vs. Personal Communication

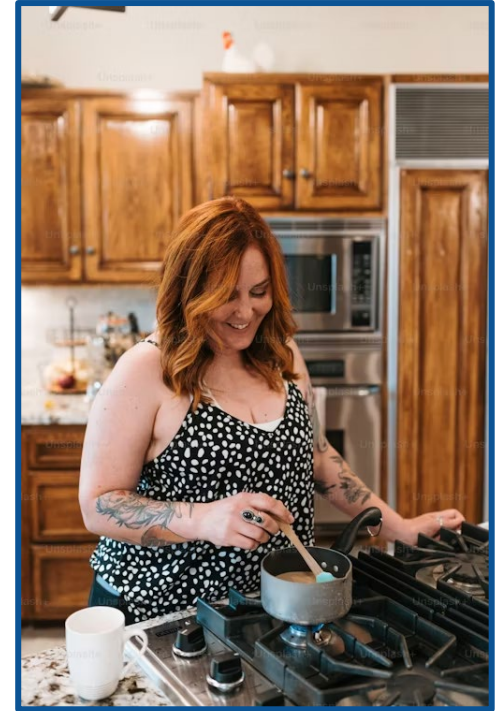# Major Cultural Values

Verbal vs. Nonverbal Communication

Formal vs. Personal Communication

Outcomes vs. Nurturing

Major Cultural Values

Gender Roles

Major Cultural Values

Gender Roles

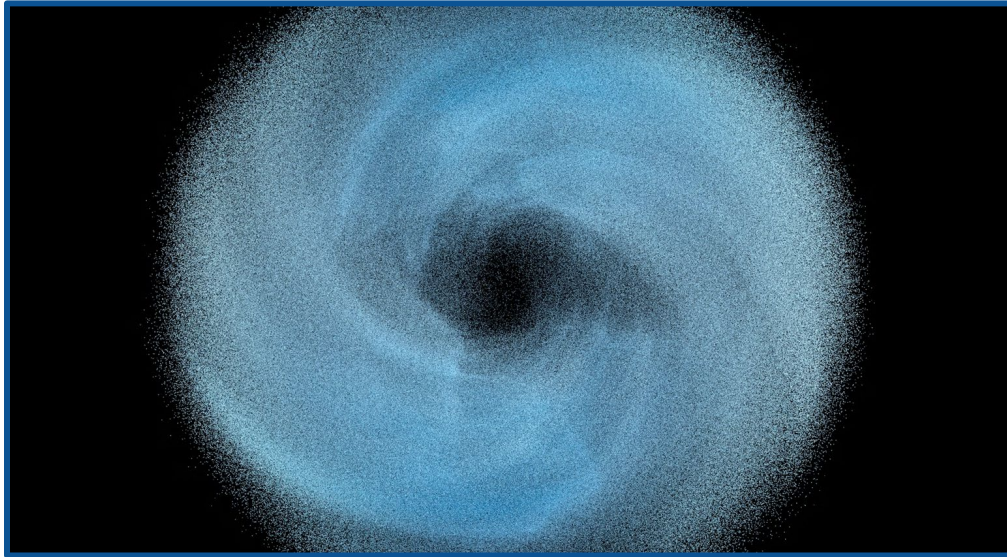**Family (Multigeneration vs. Nuclear)**
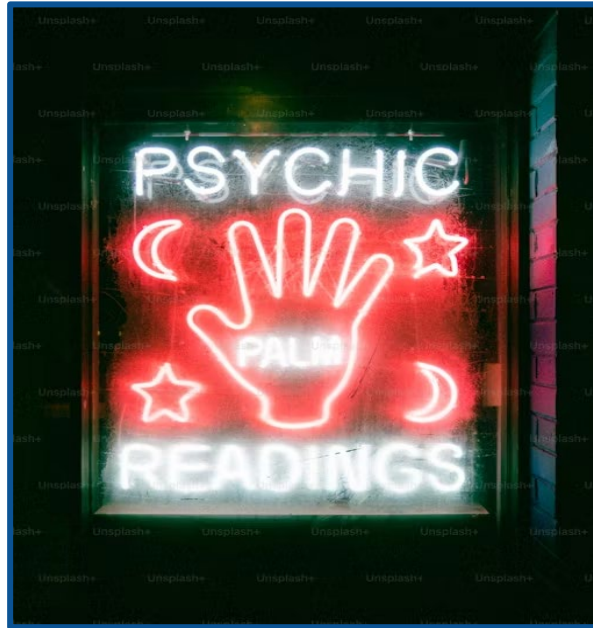
What are Cultural Beliefs?

Beliefs are the tenets or convictions that people hold to be true. Individuals in a society have specific beliefs, but they also share collective values.

Other Major Cultural Beliefs

- **Karma**

Other Major Cultural Beliefs

- **Karma**

- **Fate vs. Choosing Your Own Adventure**

GOODWILL OF CENTRAL & SOUTHERN INDIANA

Types of Cultural Identity

- Age
- Ethnicity
- Gender
- Race
- Religion
- Sexual Orientation
- Socioeconomic Status (Class)
- Size and Weight
- Education Attainment

- Income or Wealth
- Academic/Social Achievement
- Geographic/Regional Background
- Language
- Learning Style
- Citizenship Status
- Beliefs (political, moral, ethical)
- Health Status, including addiction and mental health issues, ability, and size/weight

GOODWILL OF CENTRAL & SOUTHERN INDIANA

How Cultural Identities Influence Us

- It impacts how we interpret and react to situations.

How Cultural Identities Influence Us

- It impacts how we interpret and react to situations.

- We have an innate craving to feel a sense of belonging to a group.

How Cultural Identities Influence Us

- It impacts how we interpret and react to situations.

- We have an innate craving to feel a sense of belonging to a group.

- When we are under stress, we tend to subconsciously revert to whatever behaviors makes us feel safe and accepted.

How Cultural Identities Influence Us

- It impacts how we interpret and react to situations.

- We have an innate craving to feel a sense of belonging to a group.

- When we are under stress, we tend to subconsciously revert to whatever behaviors makes us feel safe and accepted.

- In doing so, we set up invisible barriers within ourselves and between ourselves and others that impact personal interactions, professional performance, and organizational success

2. Understanding Cultural Competence

What is Cultural Competence?

- A type of social fluency

What is Cultural Competence?

- A type of social fluency

- Gained by learning about another culture's values, beliefs, and identities

What is Cultural Competence?

- A type of social fluency

- Gained by learning about another culture's values, beliefs, and identities

- Appreciate, understand and interact

Examples of Cultural Competence

- Asking questions to understand each person rather than making assumptions. (Understand)

Examples of Cultural Competence

- Asking questions to understand each person rather than making assumptions. (Understand)

- Seeing value in cultural differences and how they help define identity. (Appreciate)

Examples of Cultural Competence

- Asking questions to understand each person rather than making assumptions. (Understand)

- Seeing value in cultural differences and how they help define identity. (Appreciate)

- Conveying information in plain language so it more accessible. (Interact)

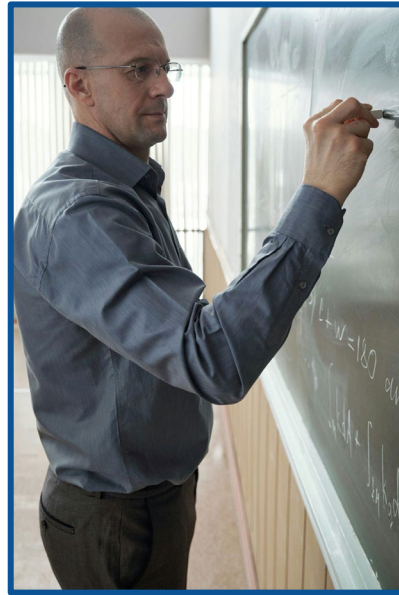# 3. Understanding Cultural Humility, Privilege, and Marginalization

GOODWILL OF CENTRAL & SOUTHERN INDIANA

What is Cultural Humility?

- ● Lifelong process of self reflection…

What is Cultural Humility?

- Lifelong process of self reflection…

What is Cultural Humility?

- ● Open to Learning and understanding we don't know everything

What is Cultural Humility?

- Open to Learning and understanding we don't know everything

Why is Cultural Humility a Goal?

- Cultivates self-awareness and self-reflection
  - Recognizes one's own limitations
  - Avoids assumptions about other cultures
  - Acknowledges one's own culture and its strength and weaknesses

- Understanding implicit biases

- Fosters respectful willingness to learn

Attributes of Cultural Humility

Awareness of the self is central to the notion of cultural humility. Awareness may stem from self-reflective questions such as:

- Which parts of my identity am I aware of? Which are most salient?

Types of Cultural Identity

- Age
- Ethnicity
- Gender
- Race
- Religion
- Sexual Orientation
- Socioeconomic Status (Class)
- Size and Weight
- Education Attainment

- Income or Wealth
- Academic/Social Achievement
- Geographic/Regional Background
- Language
- Learning Style
- Citizenship Status
- Beliefs (political, moral, ethical)
- Health Status, including addiction and mental health issues, ability, and size/weight

Attributes of Cultural Humility

Awareness of the self is central to the notion of cultural humility. Awareness may stem from self-reflective questions such as:

- Which parts of my identity am I aware of? Which are most salient?
- How does my sense of identity shift based on context and settings?

Types of Cultural Identity

- Age
- Ethnicity
- Gender
- Race
- Religion
- Sexual Orientation
- Socioeconomic Status (Class)
- Size and Weight
- Education Attainment

- Income or Wealth
- Academic/Social Achievement
- Geographic/Regional Background
- Language
- Learning Style
- Citizenship Status
- Beliefs (political, moral, ethical)
- Health Status, including addiction and mental health issues, ability, and size/weight

Attributes of Cultural Humility

Awareness of the self is central to the notion of cultural humility. Awareness may stem from self-reflective questions such as:

- Which parts of my identity am I aware of? Which are most salient?
- How does my sense of identity shift based on context and settings?
- What might be my own blind spots and biases?

Types of Cultural Identity

- Age
- Ethnicity
- Gender
- Race
- Religion
- Sexual Orientation
- Socioeconomic Status (Class)
- Size and Weight
- Education Attainment

- Income or Wealth
- Academic/Social Achievement
- Geographic/Regional Background
- Language
- Learning Style
- Citizenship Status
- Beliefs (political, moral, ethical)
- Health Status, including addiction and mental health issues, ability, and size/weight

Attributes of Cultural Humility

Awareness of the self is central to the notion of cultural humility. Awareness may stem from self-reflective questions such as:

- Which parts of my identity am I aware of? Which are most salient?
- How does my sense of identity shift based on context and settings?
- What might be my own blind spots and biases?

- Which parts of my identity are **privileged**?

What is Privilege?

Privilege is a special right, advantage, or immunity granted or available only to a particular person or group often unearned.

Types of Cultural Identity

- Age
- Ethnicity
- Gender
- Race
- Religion
- Sexual Orientation
- Socioeconomic Status (Class)
- Size and Weight
- Education Attainment

- Income or Wealth
- Academic/Social Achievement
- Geographic/Regional Background
- Language
- Learning Style
- Citizenship Status
- Beliefs (political, moral, ethical)
- Health Status, including addiction and mental health issues, ability, and size/weight

GOODWILL OF CENTRAL
& SOUTHERN INDIANA

What is Privilege?

Privilege is a special right, advantage, or immunity granted or available only to a particular person or group often unearned.

What is Privilege?

Privilege is a special right, advantage, or immunity granted or available only to a particular person or group often unearned.

White Privilege is having greater access to power and resources than people of color in the same situation' do.

Other Forms of Privilege

- **Ability:** To be able-bodied in a world created for able-bodied people
- **Class:** To have been born into or even work your way into a higher financial bracket
- **Gender:** To be male in a male-centric world
- **Education:** Receiving a free education in the wealthiest country in the world
- **Religious:** To be a member of the country's or region's primary religion

How Privilege May Impact Services

- A privileged coach may struggle to grasp the financial challenges of low-income participants.

How Privilege May Impact Services

- A privileged coach may struggle to grasp the financial challenges of low-income participants.

- Misunderstanding minority cultural norms may lead to ineffective coaching strategies.

How Privilege May Impact Services

- A privileged coach may struggle to grasp the financial challenges of low-income participants.

- Misunderstanding minority cultural norms may lead to ineffective coaching strategies.

- Perceived coach authority may inhibit open communication, hindering collaboration with participants.

How Privilege May Impact Services

- A privileged coach may struggle to grasp the financial challenges of low-income participants.

- Misunderstanding minority cultural norms may lead to ineffective coaching strategies.

- Perceived coach authority may inhibit open communication, hindering collaboration with participants.

- Positive - Privileged coaches can advocate for diversity initiatives and amplify marginalized voices.

Addressing Privilege as a Coach

1. Get Informed:
2. Tailor Your Approach
3. Open Doors
4. Question Everything
5. Encourage Community Ties
6. Stay Accountable

What is marginalization?

Marginalization is the process that certain groups of people are pushed to the "margins" of society, which inhibits their ability to fully participate in social, economic, or political life.

This is related to, but not the same as **Oppression**

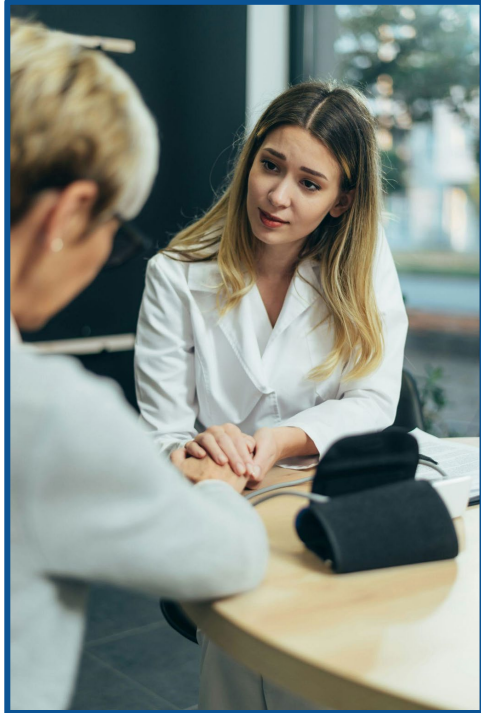# How Marginalization May Impact Services

- Impact on Self-Confidence Motivation
    - *Encourage*

How Marginalization May Impact Services

- Impact on Self-Confidence Motivation

  - *Encourage*

- Limited access to resources and help networks

  - *Connect*

How Marginalization May Impact Services

- Impact on Self-Confidence Motivation

  - *Encourage*

- Limited access to resources and help networks

  - *Connect*

- Experience of discrimination or bias

  - *Acknowledge and build resilience*

How Marginalization May Impact Services

- Impact on Self-Confidence Motivation

  - *Encourage*

- Limited access to resources and help networks

  - *Connect*

- Experience of discrimination or bias

  - *Acknowledge and build resilience*

- Cultural Expectations

  - *Understand*

4. Implicit and Explicit Bias

What are Implicit and Explicit Bias?

Implicit Bias (Unconscious) vs. Explicit Bias (Conscious)

Implicit biases
Prejudices in our subconscious, influencing our decisions and actions without us even realizing it.

Explicit bias
Biases we are fully aware of, and often are triggered when we feel threatened. In this state, we tend to find reasons to "separate" ourselves from others

- *Loosely from the National Center for Cultural Competence*

Activity Time!

Types of Implicit (Unconscious) Bias

- **Affinity Bias:** It is human nature to gravitate toward individuals who are like us. Therefore, we prefer people who look like us.

Types of Implicit (Unconscious) Bias

- **Affinity Bias:** It is human nature to gravitate toward individuals who like us. Therefore, we prefer people who look like us.
- **Halo Effect:** The tendency to think everything about a person is good because you like that person.

Types of Implicit (Unconscious) Bias

- **Affinity Bias:** It is human nature to gravitate toward individuals who like us. Therefore, we prefer people who look like us.
- **Halo Effect:** The tendency to think everything about a person is good because you like that person.
- **Perception Bias:** The tendency to form stereotypes and assumptions about certain groups that make it impossible to make an objective judgment about members of those groups.

Types of Implicit (Unconscious) Bias

- **Affinity Bias:** It is human nature to gravitate toward individuals who like us. Therefore, we prefer people who look like us.
- **Halo Effect:** The tendency to think everything about a person is good because you like that person.
- **Perception Bias:** The tendency to form stereotypes and assumptions about certain groups that make it impossible to make an objective judgment about members of those groups.
- **Confirmation Bias:** The tendency for people to seek information that confirms pre-existing beliefs and assumptions.

Types of Implicit (Unconscious) Bias

- **Affinity Bias:** It is human nature to gravitate toward individuals who like us. Therefore, we prefer people who look like us.
- **Halo Effect:** The tendency to think everything about a person is good because you like that person.
- **Perception Bias:** The tendency to form stereotypes and assumptions about certain groups that make it impossible to make an objective judgment about members of those groups.
- **Confirmation Bias:** The tendency for people to seek information that confirms pre-existing beliefs and assumptions.
- **Group Think:** Occurs when people try too hard to fit into a particular group by mimicking others or holding back thoughts and opinions.

Types of Explicit (Conscious) Bias

- **Direct Discrimination:** Openly treating people worse because of their race, gender, age, or other characteristics.

Types of Explicit (Conscious) Bias

- **Direct Discrimination:** Openly treating people worse because of their race, gender, age, or other characteristics.
- **Prejudicial Bias:** Holding negative beliefs about a group and acting on these beliefs.

Types of Explicit (Conscious) Bias

- **Direct Discrimination:** Openly treating people worse because of their race, gender, age, or other characteristics.
- **Prejudicial Bias:** Holding negative beliefs about a group and acting on these beliefs.
- **Hostile Environment:** Making offensive comments or actions that create an unwelcoming atmosphere.

Types of Explicit (Conscious) Bias

- **Direct Discrimination:** Openly treating people worse because of their race, gender, age, or other characteristics.
- **Prejudicial Bias:** Holding negative beliefs about a group and acting on these beliefs.
- **Hostile Environment:** Making offensive comments or actions that create an unwelcoming atmosphere.
- **Tokenism:** Including minority group members in a superficial way to appear inclusive.

Types of Explicit (Conscious) Bias

- **Direct Discrimination:** Openly treating people worse because of their race, gender, age, or other characteristics.
- **Prejudicial Bias:** Holding negative beliefs about a group and acting on these beliefs.
- **Hostile Environment:** Making offensive comments or actions that create an unwelcoming atmosphere.
- **Tokenism:** Including minority group members in a superficial way to appear inclusive.
- **Stereotyping:** Expressing generalized and oversimplified beliefs about groups.

How to Personally Address Bias

1. Acknowledge the Bias

How to Personally Address Bias

1. Acknowledge the Bias
2. Educate Yourself

How to Personally Address Bias

1. Acknowledge the Bias
2. Educate Yourself
3. Seek Diverse Perspectives

How to Personally Address Bias

1. Acknowledge the Bias
2. Educate Yourself
3. Seek Diverse Perspectives
4. Practice Empathy

How to Personally Address Bias

1. Acknowledge the Bias
2. Educate Yourself
3. Seek Diverse Perspectives
4. Practice Empathy
5. Monitor Behavior

How to Personally Address Bias

1. Acknowledge the Bias
2. Educate Yourself
3. Seek Diverse Perspectives
4. Practice Empathy
5. Monitor Behavior
6. Seek Feedback

PAUSE

P – Pay Attention to what's happening beneath the judgement (Event vs Interpretation)

A – Acknowledge or identify your reaction / interpretation / judgements

U – Understand other possible reactions / interpretations / judgements

S – Search for the most constructive / empowering or productive way to deal with the situation

E – Execute your action plan (Act consistently with what makes the most sense)

5. Delivering Culturally Responsible Services

GOODWILL OF CENTRAL & SOUTHERN INDIANA

We Are Products of Our Cultures

There are other aspects to communication, both verbal and non-verbal, that are unique to different cultural groups. There are varying levels of eye contact, physical distance, and physical contact that are acceptable in different cultures. It is not fair to assume that a client from another culture is aggressive just because the person sits/stands close to you, and it is not fair to assume that a client is not engaged if that client does not make eye contact while talking.

-   SAMHSA, 2014

Putting it all together

- **Beliefs:** Acknowledge participants' beliefs in fate or spirituality, which can impact goal-setting, including Taboo subjects

- **Values:** Be aware of the cultural values, and understand how they influence decision making and communication

- **Identity:** Be aware of how you identify yourself, your biases, how the client identifies themselves, any privilege or marginalization

- **Adapt:** Adapt communication to fit cultural preferences

Questions?

Rate the
Session

Wrap-Up

Next Session: October 24th

[Register Here](Register%20Here)

Are you a new career coach, navigator, or case manager looking for resources?

Are you a seasoned professional with resources to share?

Check out the Resource Library where you can access & request materials to help as you serve jobseekers