



Communicating Across Diversity to Improve the Customer Experience

Toni King-Byous (she/her), Diversity, Equity, and Inclusion Business Partner

Andy Rohner (He/Him), Senior Safety Management Consultant

Introduction Activity

Groups of 3- Works best if you don't know the other people

Introduce yourself and tell us something about yourself or your job using primarily acronyms without explanation

My Why

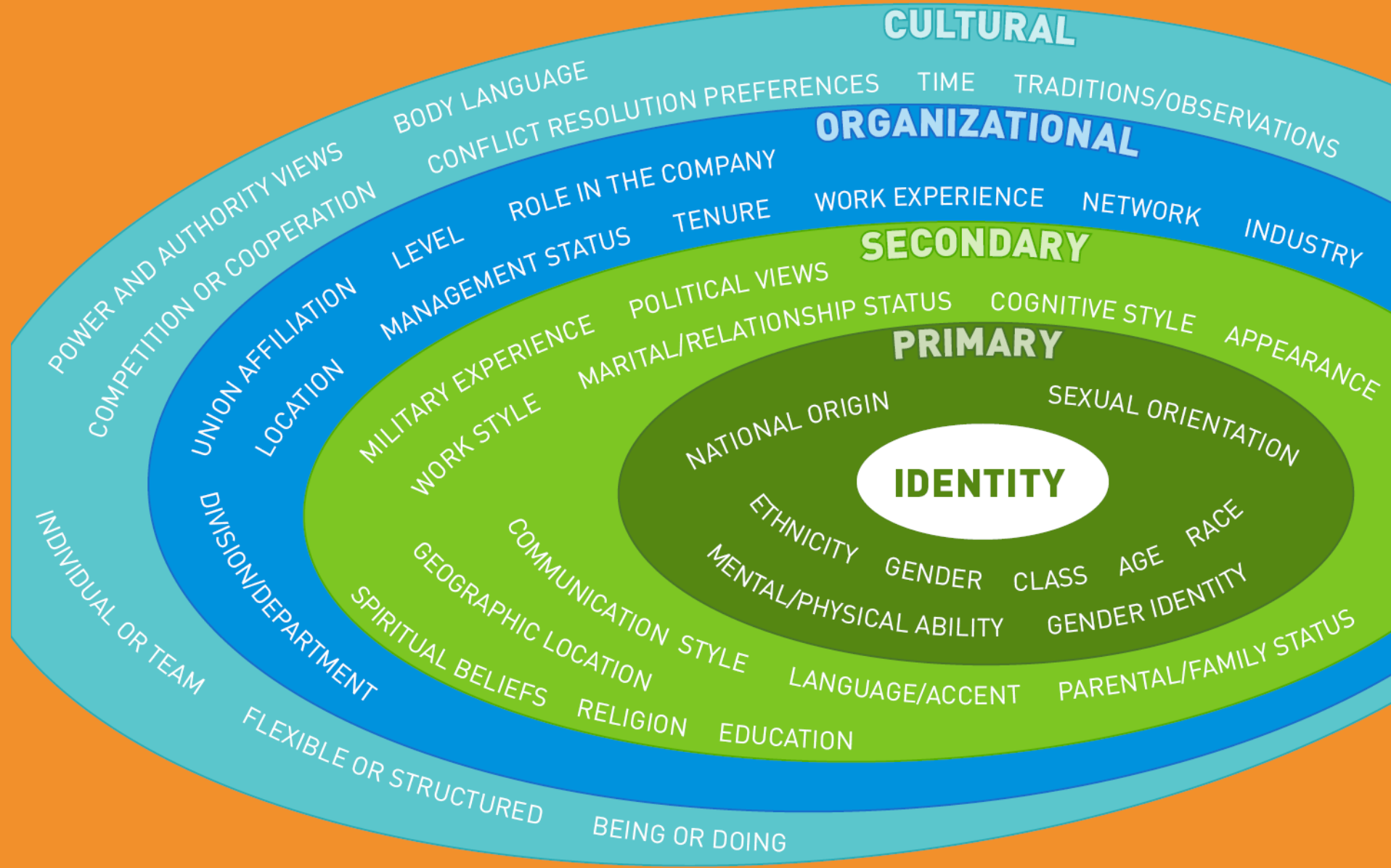
“...One's own culture provides the "*lens*" through which we view the world; the "*logic*" by which we order it; the "*grammar*" by which it makes sense.”

- Kevin Avruch and Peter W. Black, Anthropologists



Dimensions of diversity

Source: Adapted from *Workforce America!* by Marilyn Loden and Judy Rosener, 1991; *Diverse Teams at Work* by Lee Gardenswartz and Anita Roe, 2003; and *Global Diversity Puts New Spin on Loden's Diversity Wheel* by Kimberly Lou and Barbara Dean, 2010.





Each person is differently affected through the lens of their identity.

Oregon's labor force has become more racially and ethnically diverse over the last decade.

Share of Labor Force by Race and Ethnicity 2010 vs 2020

Race/Ethnicity	2010	2020	Change
Two or more races	2.6%	5.5%	2.9%
Asian	3.7%	4.8%	1.1%
Black	1.6%	1.9%	0.3%
Native Hawaiian and Other Pacific Islander	0.3%	0.5%	0.1%
Some other race	3.5%	3.5%	0.0%
American Indian or Alaska Native	1.5%	1.0%	-0.5%
White	86.7%	82.8%	-3.9%
Hispanic or Latino	10.1%	13.0%	2.9%
Not Hispanic or Latino	89.9%	87.0%	-2.9%

Source: Oregon Employment Department and U.S. Census Bureau, 2010 and 2020 American Community Survey, 5-year estimates, table S2301

Languages spoken in Oregon (Non-English)

Spanish

Chinese (including Mandarin, Cantonese)

Vietnamese

Russian

German

Tagalog (including Filipino)

French (including Cajun)

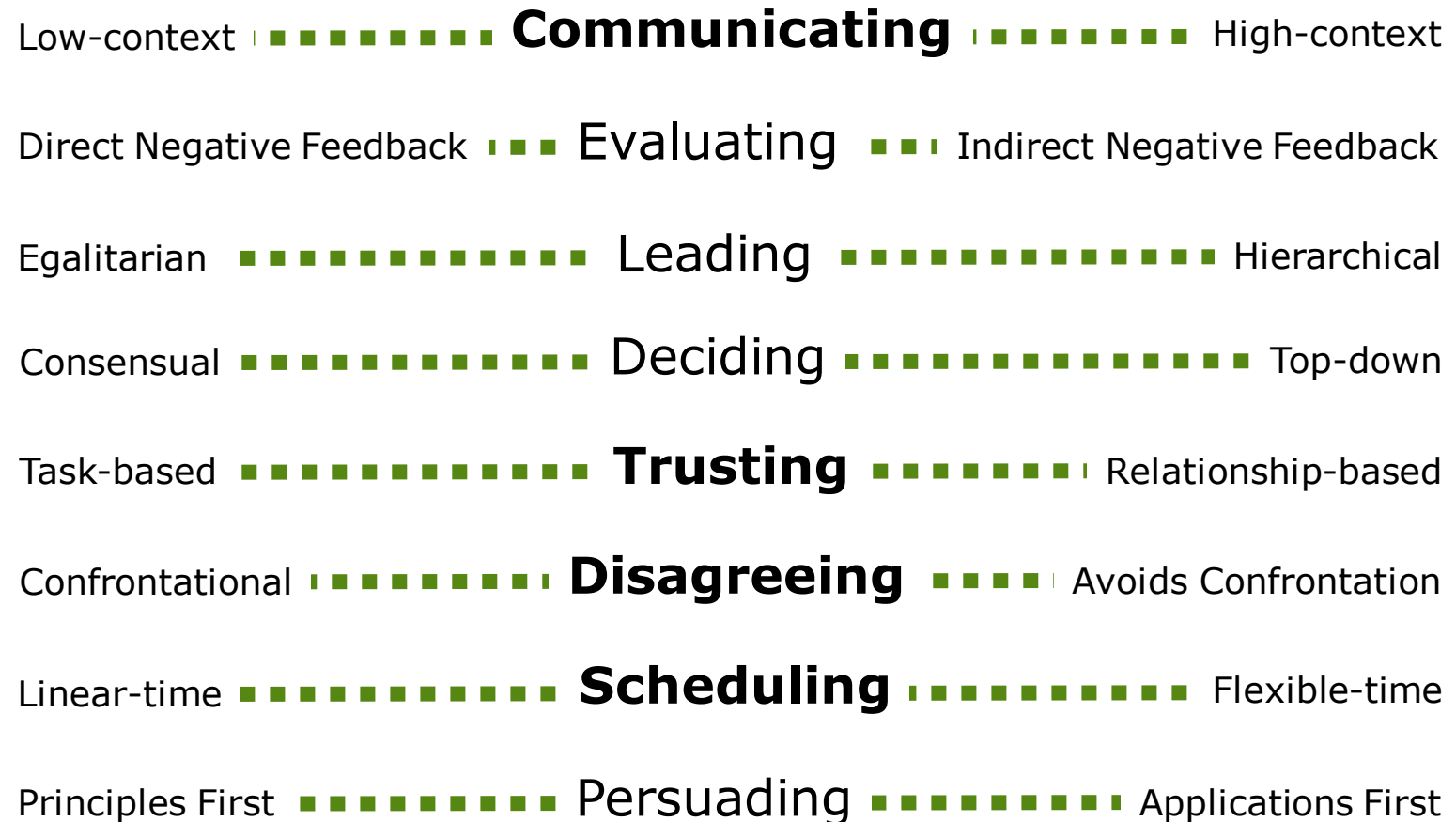


The Culture Map



The **eight-scale** model

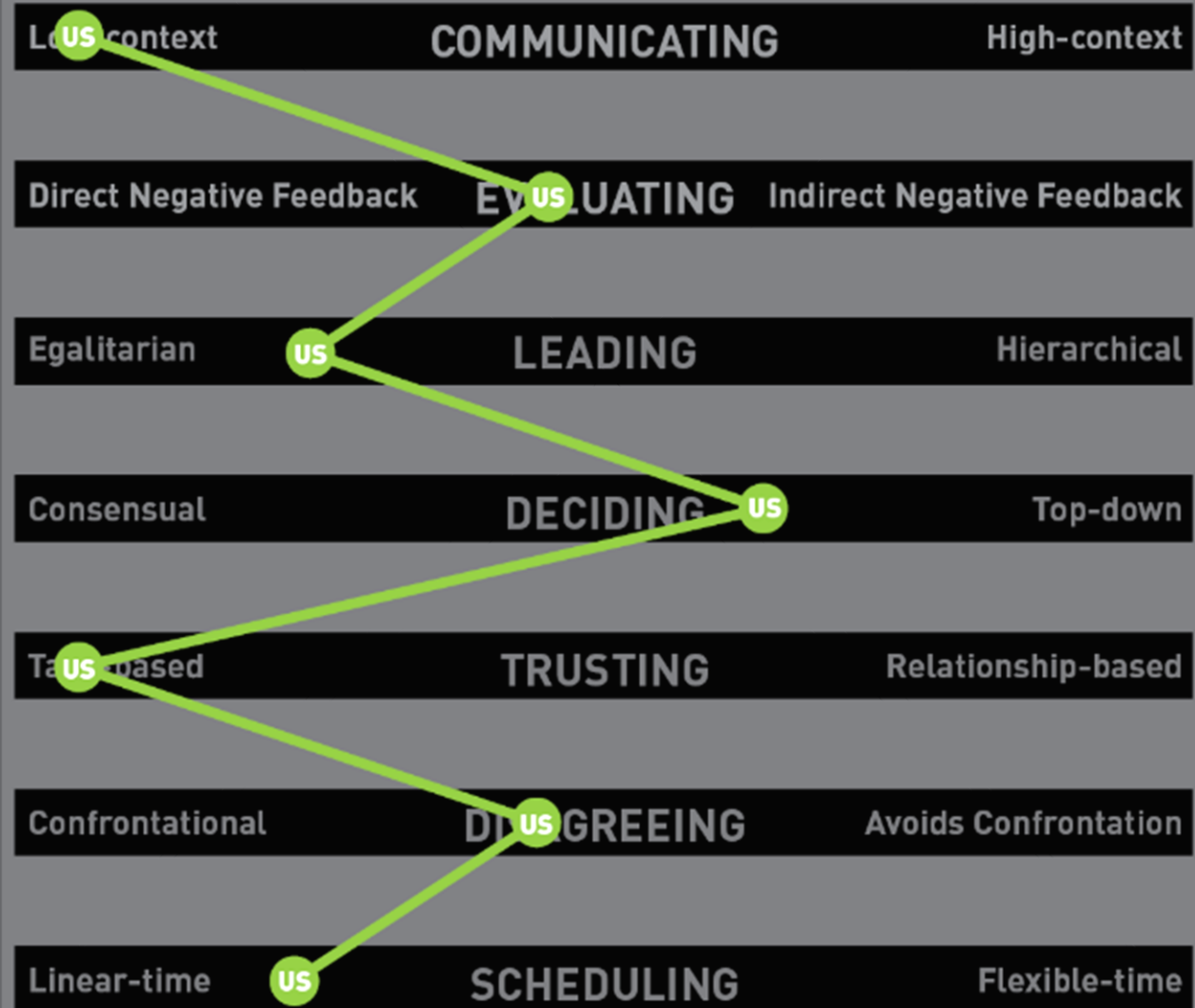
Erin Meyer, INSEAD 2015



The culture map

Based on Erin Meyer's book *The Culture Map*, this map illustrates comparisons among cultures relating to seven points of interest.

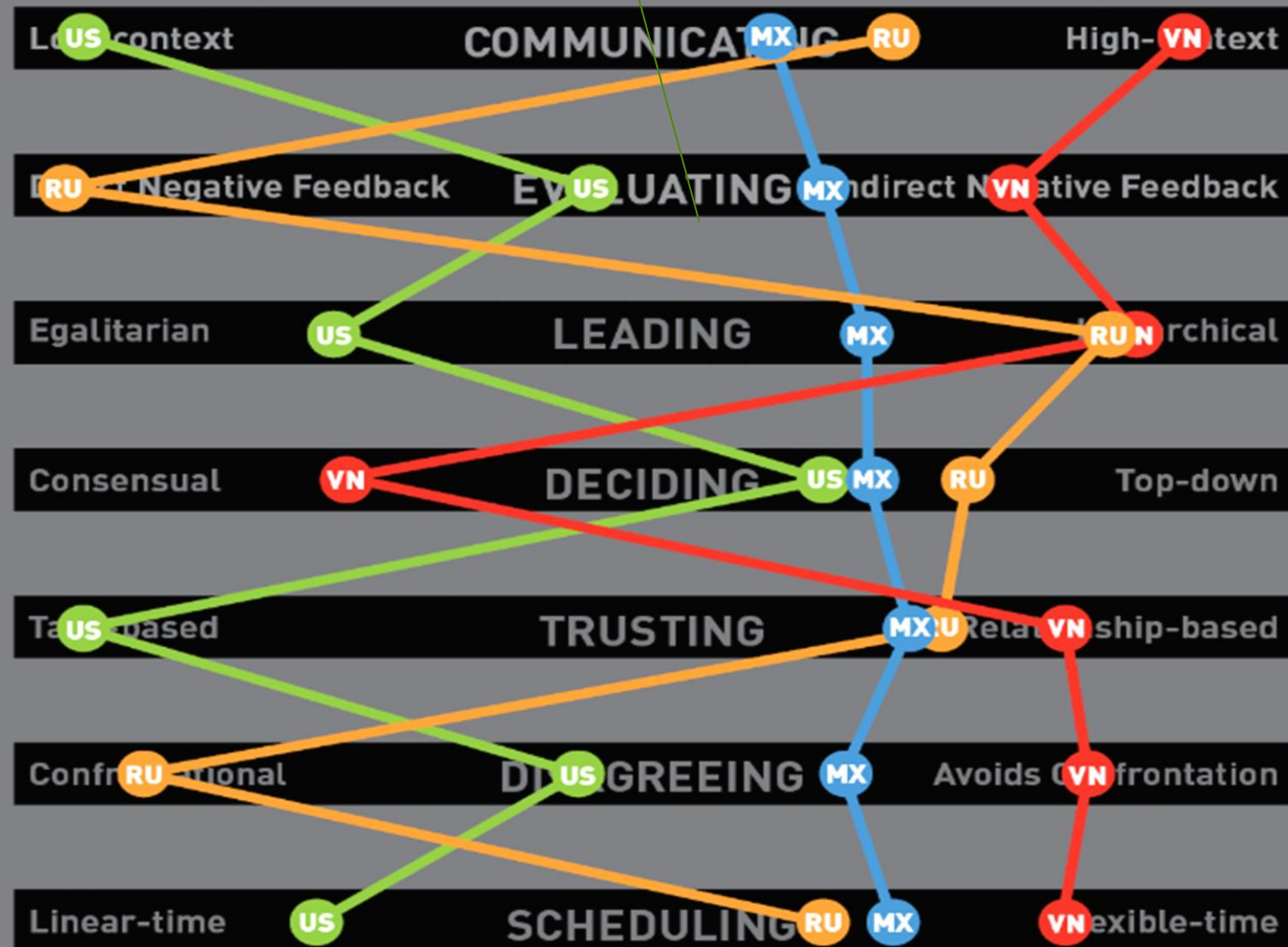
US United States



The culture map

Based on Erin Meyer's book *The Culture Map*, this map illustrates comparisons among cultures relating to seven points of interest.

US United States **MX** Mexico **RU** Russia **VN** Vietnam





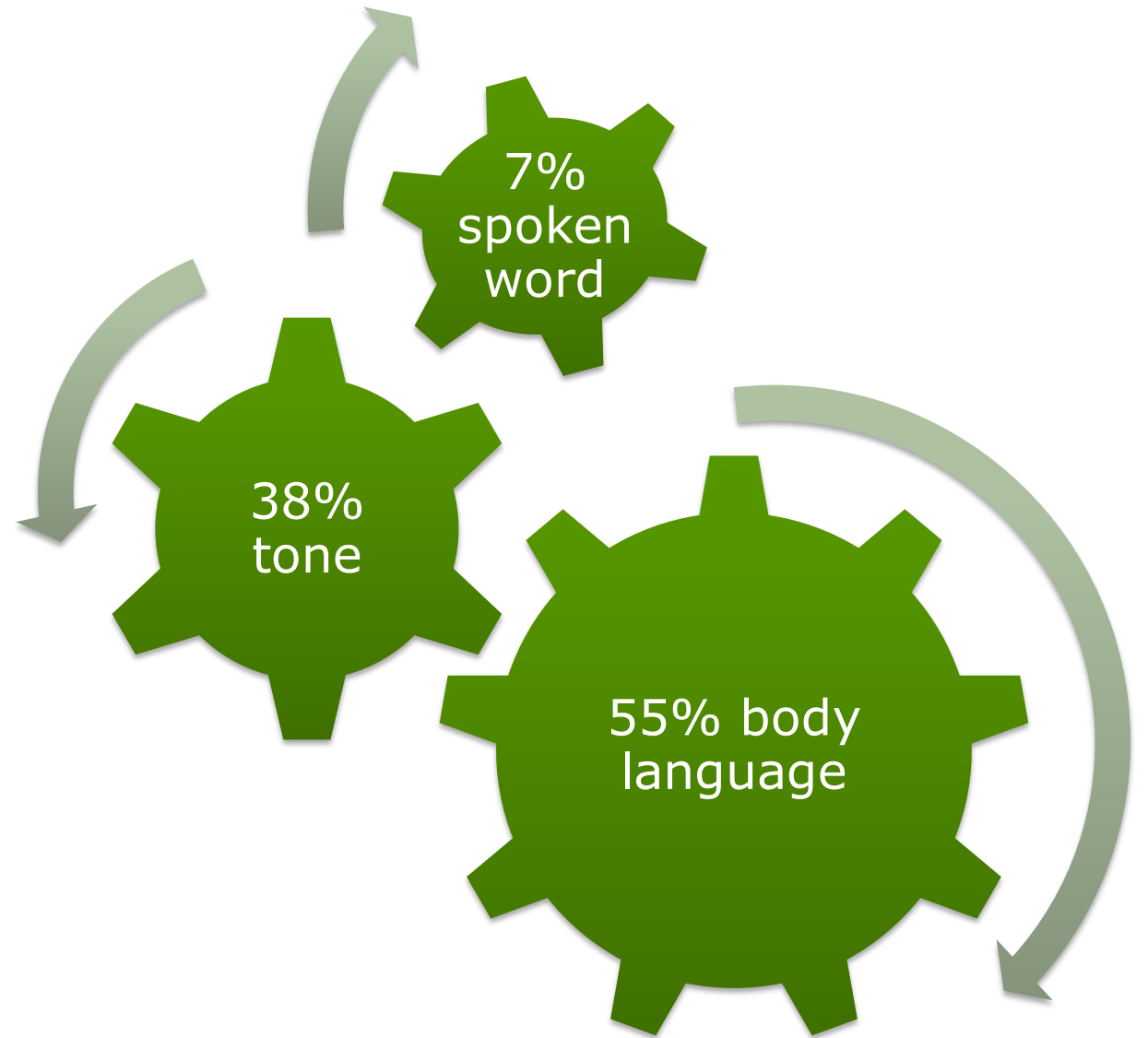
Diversity is a reality.

Inclusion is a choice.

- Lee Gardenswartz and Anita Rowe

Cultural Considerations

- Listen actively
- Leverage all available methods of communication
- Speak *with* customer
- Flex style to be effective



Activity – Empathy

putting yourself in another person's shoes

- Divide into groups of three.
 - Assign roles of Speaker, observer and listener
- Use two verbs with a similar meaning every time you need a verb.
 - For example: "I got out of bed/rose and stumbled/plodded to the kitchen".
"I brewed/perked come coffee and made/cooked breakfast".

2

minutes

GO

“What else could it be?”

Improve ability to reinterpret cultural or conflict situations

- Be aware of first reaction and understanding of event
- Suspend judgment
- Identify alternative interpretations or explanations

Behavior	Different Cultural Perspective
Employer is defensive when explaining workers' comp process or rules	
Employer is unresponsive after multiple requests for information	
Customer asks a lot of questions or challenges SAIF's decisions	

Celebrate diversity and build belonging



Be self-aware



Use inclusive language



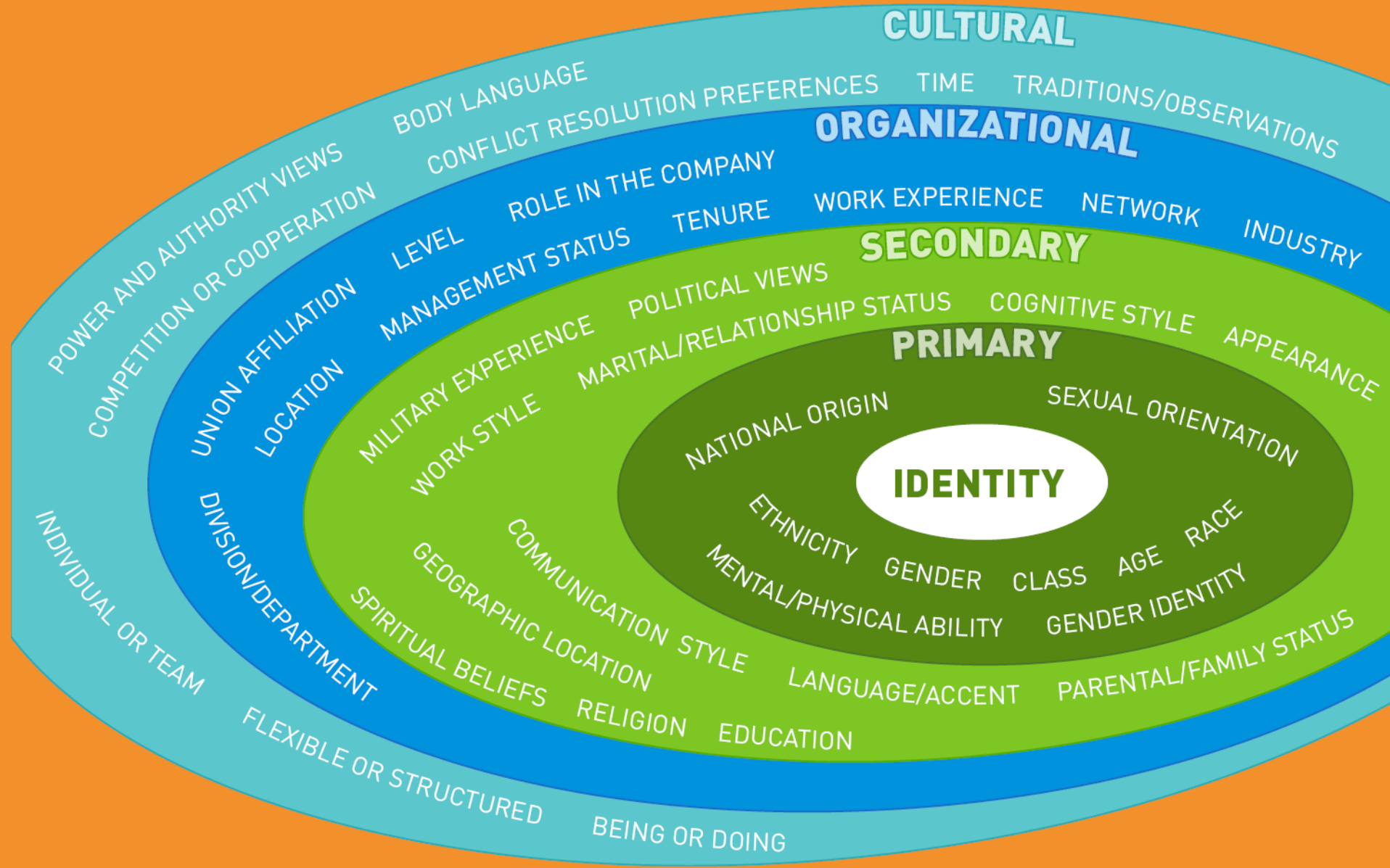
Encourage a culture of contribution



Work to understand

Dimensions of diversity

Source: Adapted from *Workforce America!* by Marilyn Loden and Judy Rosener, 1991; *Diverse Teams at Work* by Lee Gardenswartz and Anita Roe, 2003; and *Global Diversity Puts New Spin on Loden's Diversity Wheel* by Kimberly Lou and Barbara Dean, 2010.





The customer's perception is your reality.

– Kate Zabriskie