“Actually, they’re Gender-Neutral Scout Cookies.”
OUCH! THAT STEREOTYPE HURTS

Based on the book by Leslie C. Aguilar
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OUCH! That Stereotype Hurts.

OBJECTIVES

• Create awareness and shared language.

• Understand the impact of stereotypes and biased statements, even when casually said.

• Identify the most common reasons people sit silent in the face of bias and stereotypes.

• Enhance skills for speaking up against stereotypes without blame or guilt.

• Establish effective ways to communicate.

• How to move forward.
**DEFINITIONS**

- **Diversity**: used broadly to refer to many demographic variables, including, but not limited to race, religion, color, gender, national origin, disability, age, sexual-orientation, education, geographic origin & skill characteristics.

- **Stereotype**: an oversimplified image or statement applied to a whole group of people, without regard for the individual.

- **Bias**: a predisposition to see events, people or items in a positive or negative way. Bias is an attitude or belief.

- **Silent Collusion**: to go along with through silence.

- **Ally**: someone who speaks up on behalf of someone else.
PARTICIPANT INTRODUCTIONS

• Name
• Department

• Describe one time when you…
  • …were exposed to stereotypes in media (TV, movie, music, etc.). What message did it send?
  • …have been the recipient or target of a stereotype? How did that affect you?
  • …have witnessed someone else being stereotyped? What did you do?
WATCH OUCH! VIDEO

• Which technique(s) do you personally prefer? In what types of situations would you use these techniques?

• Which situations are most difficult for you? How do you respond? What is the impact of sitting silent?

• How can you increase your comfort, confidence and skill in speaking up in these situations?
AFFECTS OF STEREOTYPING

• Denies people their individuality.

• Distorts the stereotyper’s ability to get a clear view of that person.

• Often demeaning and offensive.

Results in people feeling… hurt, angry, bad, sick, not part of the group.
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HOW TO RECOGNIZE STEREOTYPES

• Stereotypes typically have 3 characteristics:
  • Imply all the people in the group are the same. “You know how men are.”
  • Contain a judgment. “Young people today don’t have a good work ethic.”
  • Fairly inflexible.
STEREOTYPE FREE COMMUNICATION

• Individualize
• Avoid Stereotypical Jokes & Humor
• Use Accurate Descriptions
• Depict People Non-Stereotypically in Visuals
• Check for Assumptions
• Learn the Hot Spots
• Interrupt Stereotypes
GUIDELINES FOR INCLUSIVE LANGUAGE

- Use Inclusive Terms/Titles
- Broaden References
- Allow Self-Determination
- Grant Equal Status
- Avoid Patronizing Language
- Use Precise and Specific Descriptors only when needed
- Recognize Insider/Outsider Dynamics
- Use the “Turn-Around Test”

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GUIDELINES FOR INCLUSIVE LANGUAGE

- A good leader understands his strengths and weaknesses. This applies to all professions – whether you are a policeman, a fireman, a teacher, a salesman, or even the CEO or Chairman of the board.

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- Young people today just aren’t responsible.

- Mary didn’t get her work assignment done on time.

- John is coming to meet with you today, be aware he has a disability so he’ll need some assistance.

- John is coming to meet with you today. He has a visual impairment and has requested a handheld magnifier when reviewing the training materials.
WHY DON’T PEOPLE SPEAK UP

• Don’t know what to say.

• Fear of social isolation. Being part of the group is important to them.

• Don’t want to be seen as a troublemaker.

• Want the job and don’t want to go against their boss. The boss is influential.

• Don’t want to make things worse and put people on the defensive.
SPEAK UP!

- Assume positive intent and explain impact:
  - “I know you mean well but that hurts!”

- Ask questions:
  - “I am not sure I caught that, what were you saying.”

- Interrupt & Redirect:
  - “Let’s not go down that path.”
SPEAK UP!

• Broaden to Universal Human Behavior:
  • “I don’t think it’s a Asian thing- it applies to everyone.”

• Make it Individual:
  • “Do you mean all managers or are you speaking about someone in particular.”

• Say OUCH!

Speak up effectively and with respect “Just one person speaking up can inspire the others to do the same”
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SPEAKING UP ACTIVITY
TIME: 7 MINUTES

UNIVERSITY LIBRARIES
COMMUNICATION RECOVERY
WHAT TO DO WHEN THINGS GO WRONG…6 STEP MODEL:

- Accept the Feedback
- Acknowledge Intent & Impact
- Apologize
- Ask questions for clarification
- Adjust/Change
- Move forward

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COMMUNICATION RECOVERY
WHAT TO DO WHEN THINGS GO WRONG…6 STEP MODEL:

• “Thanks for telling me. I’m Sorry.” (Accept Feedback, Apologize)

• “Wow, I didn’t even notice I was stereotyping age groups. Thanks for bringing that to my attention.” (Acknowledge Impact, Accept the Feedback)

• “Thank you for pointing that out. I’m sorry I labeled you—that was not my intent. I’ll be more sensitive in the future.” (Accept Feedback, Apologize, Acknowledge Intent & Impact)

• Even when no one speaks up you can still use the communication recovery steps, just omit Accept the Feedback: “Oops, sorry – what I said was unfair. What I’m trying to say is…” (Apologize, Acknowledge Impact, Adjust/Change)
WHERE TO GO FROM HERE

• Look inward

• Learn from your mistakes

• Speak up! Interrupt! Intervene!

• Learn from others

• Listen with kindness
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RESOURCES

- **What Supervisors Need to Know About Discrimination**, a Carmen course for managers/leaders, [https://carmen.osu.edu/](https://carmen.osu.edu/)

- **Unconscious Biases/Schemas Video (Part 1)**, [http://www.youtube.com/watch?v=UZHxFU7TYo4&feature=plcp](http://www.youtube.com/watch?v=UZHxFU7TYo4&feature=plcp)


- **Office of Human Resources (OHR)**, [http://hr.osu.edu/ole/HRStaffPD.aspx](http://hr.osu.edu/ole/HRStaffPD.aspx)

- **Employee Assistance Program (EAP)**, [http://www.osuhealthplan.com/OhioStateEAP/](http://www.osuhealthplan.com/OhioStateEAP/)
  - Working – Workplace Diversity

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SOURCES

- Ouch! That Stereotype Hurts by Leslie C. Aguilar
QUESTIONS

“Ouch! That Stereotype Hurts.

“I am only one; but still I am one. I cannot do everything, but still I can do something. I will not refuse to do the something I can do.” – Helen Keller