



2017 CENTRAL FLORIDA DIVERSITY LEARNING SERIES



Engaging Our Veterans: Continuing the Dialogue

Defining, Developing, and Defusing Difficult Dialogues



D&I Crisis Response: Picking Up the Pieces (Being Pro-Active)

**Presenters: Samí Haiman-Marrero
May 2, 2017 • 8:30 AM – Noon**



**Free Speech/Hate Messaging:
Having Sensitive Conversations**

July 25, 2017



**It's ALL about the "I": Lessons Learned,
Best Practices, and Embedding Inclusion**

September 19, 2017



**Managing Inclusion/Exclusion Fatigue:
The Toll on Mental Health**

November 14, 2017

Host/Location:
UCF College of Medicine, Lake Nona, FL

Organized by
TRI Partners, Inc.

DIVERSITY & INCLUSION

it's our business

It's Our Business eLearning Series ...

... is a self-paced, guided learning experience that engages your leaders in critical learning and skill-building. The six modules cover a broad range of diversity and inclusion topics.

Content is contemporary, relevant, varied and **it's not boring!**
Your employees will actually **want** to complete these modules!

*Five modules
and more to
come!*



Explore the "off-the-shelf" version or one customized to your employees, policies and culture

Optional instructor-led guides to bring online learning content to the classroom for reinforcement and discussion



Mix and match the right module combination to fit your organization's needs

This online course will help supervisors, managers, and other leaders to ...

- Understand and communicate the Business Case for diversity and inclusion
- Demonstrate they value and respect diversity in all aspects of their role
- Respond appropriately to diversity-related situations with customers and employees
- Expand awareness of themselves and others

Educating employees about diversity and inclusion is a challenge for most organizations ... but we can help!

Key Concepts

Diversity • Inclusion • Cultural Competence • Respect • Perception • Stereotypes and Generalizations • Unconscious and Conscious Bias • Prejudice • Discrimination • Silent Collusion • Cumulative Impact • Equity and Equality • Humor • Ally Behavior • Myths and Misperceptions • Bias-Free Customer Service • Legal Guidelines • The Business Case • The Leader as Role Model • Diversity and Inclusion Skill-Sets • and More



For more information call, Leslie Aguilar at 407.859.1191
www.diversityinclusioncenter.com



DRIVING INCLUSION: Anticipating & Implementing, Strategies, Tools



What is the 2017 Series about?

The 2017 Central Florida Diversity Learning Series will seek to answer the question, “What Can We Do to DRIVE Inclusion for Ourselves, our Organizations and those We Serve, or Want to Serve?”

Participants will be engaged in considering how they can best drive the inclusion results they are striving for.

Our Series, through six highly-interactive education sessions, will address three specific questions:

1. How can we drive the actions necessary to create a more inclusive experience for everyone?
2. How can we navigate the highways of our organization’s strategies to reach our inclusion goals?
3. How can we think ahead and engage others so that our inclusion efforts will keep pace with others on our more demanding roads and highways?

For more information on the Series,
visit http://tripartners.com/Pages/CFDLS/CFDLS_Home.html

2017 SESSIONS AND DATES

■ **Session 1: Tuesday, January 24, 2017**

Engaging Our Veterans: Continuing the Dialogue

■ **Session 2: Tuesday, March 7, 2017**

Defining, Developing, and Defusing Difficult Dialogues

■ **Session 3: Tuesday, May 2, 2017**

D&I Crisis Response: Picking Up the Pieces
(Being Pro-Active)

■ **Session 4: Tuesday, July 25, 2017**

Free Speech/Hate Messaging: Having Sensitive
Conversations

■ **Session 5: Tuesday, September 19, 2017**

It's ALL about the "I": Lessons Learned, Best Practices,
and Embedding Inclusion

■ **Session 6: Tuesday, November 14, 2017**

Managing Inclusion/Exclusion Fatigue: The Toll on
Mental Health

TODAY'S AGENDA

May 2, 2017

Presenter: Samí Haiman-Marrero

- Session begins at 8:30 AM
- Welcome and Overview of Session
- Learning activities
- Break at 10:00 AM and drawing of giveaways resources (at end of break)
- Learning activities
- Session ends at noon

PLEASE TURN IN YOUR EVALUATION FORMS

SESSION OVERVIEW

Individually and organizationally, we find ourselves more frequently confronted with Inclusion-Related Crises. Recent events – around the world, regionally and locally – have brought this clearly into focus. Too often, we are moved to react – most frequently with care, compassion and success.

How can we prepare our “inclusion vehicles” (our D&I teams as well as staff and communities) to create a pro-active road map which will guide our Crisis Response. Together we will capitalize on best practices, brainstorm new avenues to explore and plan ahead for the speed bumps we are bound to encounter on our journey.

SAMÍ HAIMAN-MARRERO

Samí Haiman-Marrero is one of the nation's leading business development and marketing experts today specializing in the U.S. Hispanic market. She is the Founder and President of URBANDER, a solution-based firm that successfully assists companies and organizations in developing and implementing groundbreaking business development and marketing strategies with a strong focus on Diversity and Inclusion. URBANDER's past and present client roster includes Orlando Health, Florida Hospital, Osceola Regional Medical Center, Meredith Corporation (publishers of *Parents* magazine), BigR.io, TADIN Herb & Tea Co., Health Exchange Resources, and the U.S.A. Domino Federation, to name a few. Haiman-Marrero holds a Masters in Communications from the University of Puerto Rico, and has been interviewed by international, national and regional media such as *The Wall Street Journal*, *Huffington Post*, *MSNBC*, *Florida Trend* magazine, and *Canada's CBC News*, regarding the Latino experience in the U.S.



SAMÍ HAIMAN-MARRERO

Named one of the 25 Most Influential Hispanics in Central Florida in 2016 by *VISION Magazine*, Samí also volunteers as a member of the Hispanic Business Initiative Fund's TAC committee (Orlando chapter), as a member of the University of Central Florida's Office of Diversity and Inclusion (ODI) Community Engagement Council, as Co-Chair of Feed & Fortify Community Organization, an organization dedicated to helping families in transition and eradicating homelessness, and as Co-Founder of Proyecto Somos Orlando, a community program that assists survivors and families impacted by the Pulse tragedy.



STEP #1

C-Level Commitment to D&I

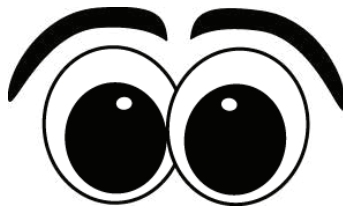


The Precursor to Proactivity

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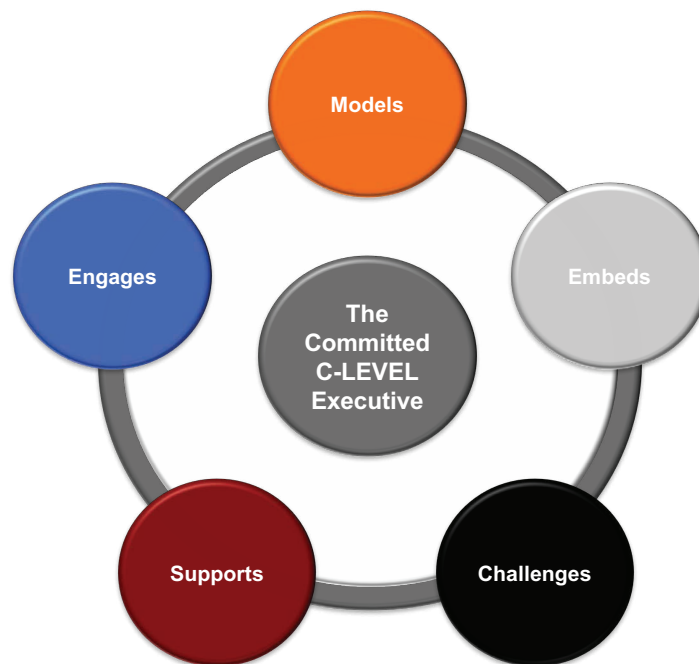
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What does **Organizational Commitment** look like?



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Organizational Culture

- ✓ ☒ Roadmap for D&I
- ✓ ☒ Unified Vision & Purpose
- ✓ ☒ Sustainability
- ✓ ☒ Measurable Impact

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Solidarity

Unity or agreement of feeling or action, among individuals with a common interest.



TRUST

Mutual support within a group based on common interests, objectives and standards.

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Leadership Must **ACT**!

ARTICULATE

COMMUNICATE

TACKLE



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D&I Scorecard Organizational Assessment

- Employees
- Vendors
- Community
- Audiences



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STEP #2

D&I Crisis Response

ARTICULATE

“Crisis Situation”

“A crisis is the perception of an unpredictable event that threatens important expectancies of stakeholders and can seriously impact an organization's performance and generate negative outcomes.”

*Situational Crisis Communication Theory (SCCT, 2007),
posited by W. Timothy Coombs*

“Any situation that has the sufficient power to overwhelm a person's usually very effective abilities to cope. It could also be understood as any situation faced by emergency personnel that causes them to experience unusually strong psycho-emotional reactions which have the potential to interfere with their ability to function either at the scene or later.”

Northern Illinois Critical Incident Stress Management Team

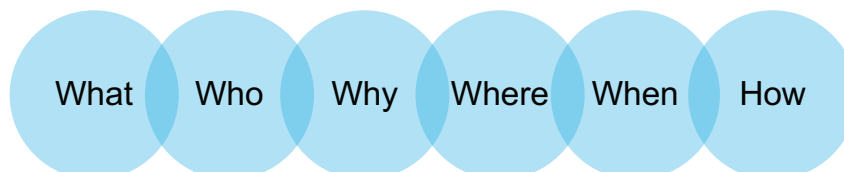
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D&I Crisis Response

ARTICULATE

“Worse Case Scenarios”



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“Inclusion Vehicles”

Leadership

D&I Teams

Staff

Partners

Vendors

Communities

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“End Goal”



Alignment with Core Values

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“End Goal”

Reputation

Safety

Service

Sales

Quality

Honesty

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D&I Crisis Response

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“Being Proactive”



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D&I Crisis Response

COMMUNICATE

“Ask, Listen & Craft”



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D&I Crisis Response

COMMUNICATE

“Stakeholders”

Leadership

D&I Teams

Staff

Partners

Vendors

Communities

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D&I Crisis Response

COMMUNICATE

“Steps for
Activation”



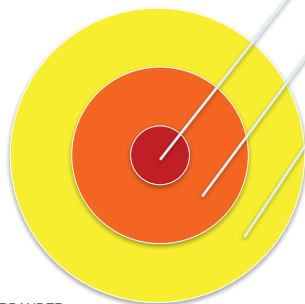
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D&I Crisis Response

COMMUNICATE

“Crisis Situation”



Crisis Specifics

Communication Plan

Debriefing The Team

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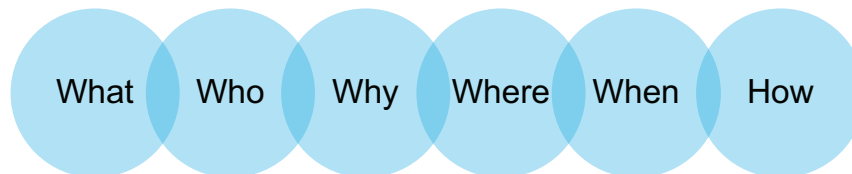
D&I Crisis Response



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Crisis Specifics



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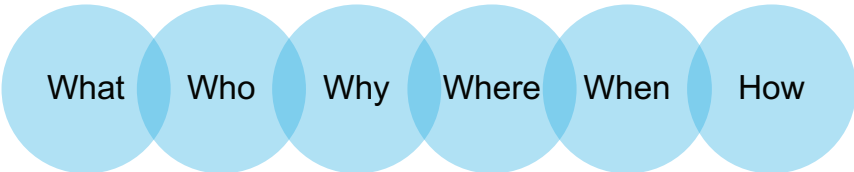
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D&I Crisis Response



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Communication Plan



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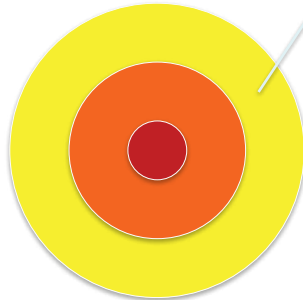
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D&I Crisis Response



“Crisis Situation”

Debriefing The Team



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Debrief: What's happening?

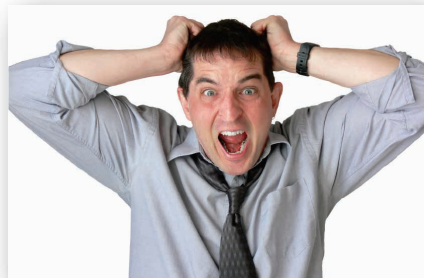
Introductory Phase

Fact Phase

Thought Phase

Reaction Phase

Symptoms Phase



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D&I Crisis Response

TACKLE

“Intersectionality”

The overlapping or intersecting of various social identities, as race, gender, sexuality, and class, that contribute to a specific type of systematic oppression and discrimination experienced by an individual.

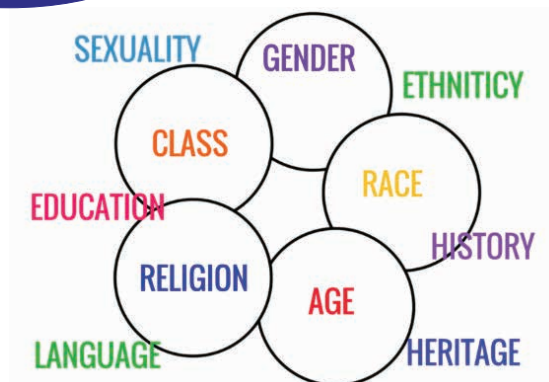
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“Intersectionality”



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TACKLE

Gender Identity
Sexual Orientation
Generational
Migration Stress
Cultural Values
Language Preference
Religion

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“Intersectionality”



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“Expectations”

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“Barriers”



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D&I Crisis Response



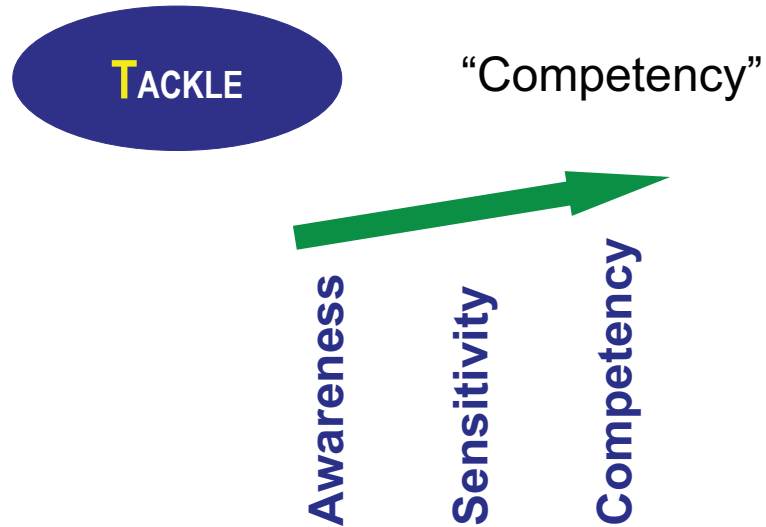
“Safeguards”



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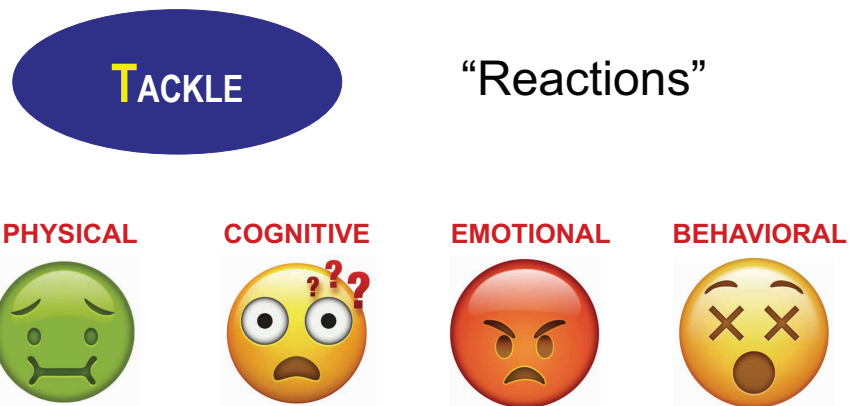
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Defuse: It's gonna be OK

Assistance Phase

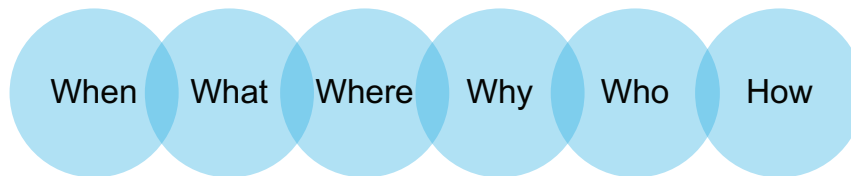
Re-Entry Phase



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STEP #3 Assess and Calibrate



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Assess and Calibrate



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NOTES:

HOW CAN YOU CARRY TODAY'S LEARNING FORWARD?

Suggestions for your personal development:

- Spend dedicated time, each week/month, considering, planning for and documenting your crisis management tools to be used in both your work and personal life.
- Consider your role and resources available to manage crisis in your workplace.
- After the program, consider what you've learned and how you might approach others who may not have an understanding proactive crisis management and skills to be used in the workplace.
- _____

Encouraging others' development:

- Lead a discussion at a staff or team meeting about the impact of what you learned about the skills and tools used to effectively lead in crisis situations.
- During meetings, dialogue and coach about the skills **which others can integrate** into your team's proactive crisis planning.
- Seek out others who you know or believe have been impacted by crisis situations. Create an opportunity to engage with them to learn more from their first-hand perspective. Be especially sensitive when engaging others in this way.
- _____

To impact the organization's culture:

- Solicit and use feedback from employees/Cast/students/colleagues who represent the **full spectrum** of those who might be impacted by a crisis situation. Fully capitalize on their experiences as you build a more inclusive and proactive approach to crisis management within your organization.
- Focus on ways to effectively communicate with your boss/leader and other immediate team members who may have experienced crisis situations. Plan these interactions carefully.
- Speak with your organization's diversity and inclusion leader(s) or team members and staffing team to proactively develop or enhance a strategy that addresses how to proactively plan for a broad range of crises.
- _____

DIVERSITY & INCLUSION

It's Our Business eLearning Series ...

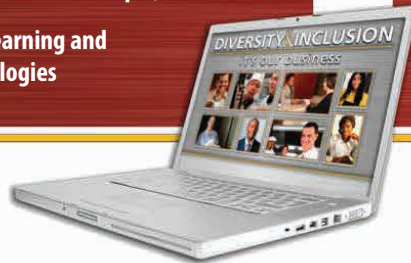
So, how is this online learning program beneficial? In two important ways...

Benefits to Learners

- Learn at their own pace and in their own space
- Chunk learning into short periods for better retention
- Access information when needed
- Revisit key information and concepts, as needed
- Experience various learning and interaction methodologies

Benefits to Organization

- Eliminate travel and classroom costs
- Ensure consistency of message
- Easily reach employees across multiple locations and time zones
- Reuse the learning to reinforce key messages without additional costs
- Access to reporting metrics



*"With your help, we saved over \$5.5 million
by moving to a blended-learning strategy – e-learning, instructor-led training,
and one-on-one coaching – for our managers' diversity and inclusion experience."*

– Director of Learning & Development, Fortune 500 Company

For a **free online preview**, please contact International Training and Development at eLearning@DiversityInclusionCenter.com or visit www.DiversityInclusionElearning.com for more info.



Presented by Leslie Aguilar, author of the best-selling *Ouch! That Stereotype Hurts* video-based training (2007) and Dr. Steve Yacovelli, author of the e-book series, *Overcoming "Poopy" eLearning: How to Create Engaging On-Line Learning That People Will Actually Want to Take* (2013).

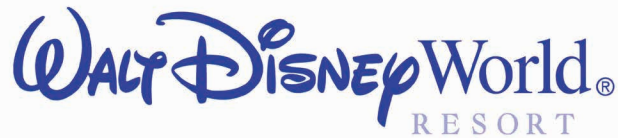
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Members Make the CF Diversity Learning Series Possible!

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