

Just one person speaking up can inspire others to do the same.

Ouch! That Stereotype Hurts **Communicating Respectfully in a Diverse World**



What do you do if someone you care about is the target of demeaning stereotypes?

What if you are being demeaned or stereotyped?

How often do you speak up on behalf of respect?

Ouch! That Stereotype Hurts

is a new video program for training in Diversity & Inclusion, Communication, Teamwork and Leadership.

Ouch! Learning Objectives:

- 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.

Why is Ouch! important?

Staying silent in the face of demeaning comments, stereotypes or bias allows these attitudes and behaviors to thrive. This undermines our ability to create an inclusive workplace where all employees are welcomed, treated with respect and able to do their best work. Yet, most employees and leaders who want to speak up don't know how. So, we say nothing.

What does Ouch! do?

In a unique and powerful way, viewers will experience the impact of stereotypical comments, explore why people don't speak up against stereotypes and other biased behaviors, and learn six techniques for speaking up without blame or guilt.

The Ouch! package includes:

- VHS or DVD with:
 - 12-minute Ouch! video
 - 5-minute video-based Speaking Up Activity [skills reinforcement]
 - 13½-minute alternate Ouch! video [vignettes incorporated into main presentation]
- Leader's Guide and PowerPoint presentation [CD]
- 1 copy of the book, *Ouch! That Stereotype Hurts*
- 10 reminder cards with the Ouch! techniques

Purchase: \$695

Rental: \$300

Preview: Free

[Online preview available at www.OuchThatStereotypeHurts.com]

The simple act of naming bias as such or objecting to it on the spot establishes a social atmosphere that discourages it; saying nothing serves to condone it.

– Daniel Goleman, *Emotional Intelligence*

For more information, please contact:

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www.OuchThatStereotypeHurts.com • www.DiversityInclusionStore.com