

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

OUCH! That Stereotype Hurts



Communicating Respectfully in a Diverse World

Leader's Guide

Based on the book by Leslie C. Aguilar

Produced and Distributed by Joel Lesko, SunShower Learning



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Your voice will make a difference.

OUCH! That Stereotype Hurts

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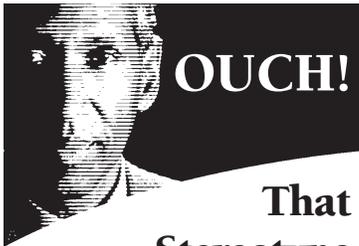
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**That
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OUCH! Leader's Guide

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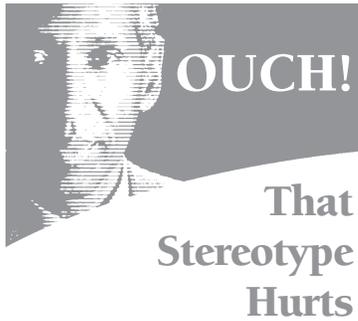
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Introduction

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?

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.

In Emotional Intelligence, Daniel Goleman captures the consequences of not speaking up:

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

As a facilitator of OUCH! That Stereotype Hurts, you are helping your employees and associates gain communication skills for success in today's diverse world. At the same time, you play a part in creating a fairer, more respectful workplace and society.

OUCH! Learning Objectives are:

- 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.

Thank you for your work in this area. Your voice will make a difference. I invite you to contact me at any time if you have suggestions, comments, questions, or simply want a thinking partner for concepts or activities related to OUCH! That Stereotype Hurts.

Respectfully,
Leslie C. Aguilar

A handwritten signature in black ink that reads "Leslie C. Aguilar".

Leslie@DiversityInclusionCenter.com



How to Use **OUCH! That Stereotype Hurts**

OUCH! That Stereotype Hurts can be used in any organization or group of people desiring to build and sustain a respectful and inclusive environment.

This DVD/Video-based training program helps people build the confidence and skills to speak up when they hear stereotypes or other demeaning comments. Potential uses for OUCH! include training in the areas of:

- Teamwork
- Communication
- Diversity and Inclusion
- Coaching and Mentoring
- Leadership Development

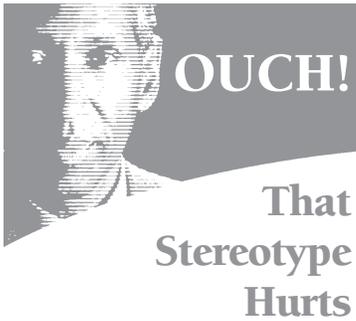
While the primary use of OUCH! is organizational – whether in a company, educational institution, association, or government agency – the skills apply to every part of life. The skills you learn for speaking up in the classroom, workplace or boardroom are equally effective at the family dinner table, at a social gathering, or community event.

For greater flexibility, two versions of the OUCH! presentation are included on the DVD/Video. There's even an additional video-based activity that will reinforce the *Six Techniques for Speaking Up*. This Leader's Guide will prepare you for facilitating a full workshop (2 – 2½ hours in length) or for using OUCH! in a one-hour meeting, Lunch-and-Learn session, or other setting where time is limited. You can also incorporate OUCH! in an existing training course.

The OUCH! support materials are also designed to be flexible. You can present OUCH! with or without PowerPoint, create additional PowerPoint slides, use our Case Studies or your own, and choose between a full Participant Handout (10 pages) or simply select the handout pages you wish to use.

The Leader's Guide is intended to be just that – a Guide. While a script is presented for your convenience, it should not be memorized. Adapt these materials to your own style, organization, and learning objectives.

Enjoy!



Contents of the Leader's Kit

OUCH! That Stereotype Hurts Leader's Kit contains:

OUCH! DVD (or VHS)

1) OUCH! That Stereotype Hurts (Total: 12 min)

The DVD/Video program includes three chapters:

Introduction: (2 min) In a unique and powerful way, viewers will experience the impact of stereotypical comments.

Stories: (4 min) Explores why people don't speak up against stereotyping and other biased behaviors.

Speaking Up: (6 min) Provides *Six Techniques for Speaking Up* on behalf of respect.

2) Speaking Up Activity (5 min)

This video-based activity is designed to be used **AFTER** OUCH! That Stereotype Hurts as a reinforcement of the *Six Techniques for Speaking Up*. Participants will view ten quick vignettes and determine which technique or techniques each vignette demonstrates. A supporting Participant Handout is available.

3) OUCH! That Stereotype Hurts with vignettes (13½ min)

For greater instructional flexibility, an alternate delivery option is included. This version incorporates many of the Speaking Up Activity vignettes right into the primary video, rather than as a separate activity. This version is suggested for discussion sessions of one hour or less. (*Note: The first two chapters, Introduction and Stories, are identical to those in OUCH! That Stereotype Hurts.*)

4) Special Options

English or Spanish subtitles are available on the DVD.

Note: Both DVD and VHS are Closed Captioned.



OUCH!
That
Stereotype
Hurts

Contents of the Leader's Kit

Continued

OUCH! LEADER'S GUIDE

The Leader's Guide contains information, outlines and recommendations for presenting OUCH! in a 2 – 2½ hour or 1 – 1¼ hour time period. It also includes reproducible Participant Handouts.

POWERPOINT PRESENTATION

Several PowerPoint slides are included to assist you in leading OUCH! workshops or shorter sessions. Use the pre-formatted Master Slide to create additional slides of your choice. Slides may be hidden or un-hidden to further customize (i.e., Introductions, Closing Quote).

OUCH! THAT STEREOTYPE HURTS BOOK*

OUCH! That Stereotype Hurts is based on a book of the same name by Leslie C. Aguilar. Chapter Three of the Ouch! book will provide you with additional information on the techniques presented in the OUCH! DVD/Video (along with additional techniques). Other chapters in the book will also be helpful to you and to class participants for additional knowledge and skill-building related to communicating effectively in a diverse world.

REMINDER CARDS* (10)

These small wallet-sized Reminder Cards capture the *Six Techniques for Speaking Up* against stereotypes or other demeaning statements.

**Note: Additional Ouch! books, Reminder Cards and other OUCH! materials are available through the author, Leslie Aguilar, at www.OuchThatStereotypeHurts.com; producer-distributor, Joel Lesko, SunShower Learning, at www.Ouch-Video.com; or through your distributor.*



That Stereotype Hurts

Preparing Ahead of Time

Prepare Yourself

Familiarize yourself with the OUCH! DVD/Video and Leader's Guide.

Check a multicultural calendar when selecting a training date.

Book the room and the refreshments.

Invite participants. Send reminder notices and create sign-up sheet, if needed.

Determine number of participants and any needs they may have (i.e., English or Spanish subtitles, accessibility, dietary restrictions, etc.)

Adapt the outline to your group's needs and time restrictions. Customize, add, hide or un-hide PowerPoint slides to match your outline.

Gather materials (OUCH! DVD/Video, Leader's Guide, PowerPoint, Handouts, Reminder Cards, Books, etc.)

Read Ouch! That Stereotype Hurts book for additional background information.

Prepare the Room

Arrive early before the training session.

Arrange tables and chairs for small groups of 4 – 6 participants. Ensure sufficient aisle space for participants using wheelchairs.

Test your AV equipment to ensure it is working properly and that volume levels have been set. (DVD/VHS player, PowerPoint)

Create any charts you plan to use (if not using PowerPoint).

Select the desired OUCH! version.

If offering refreshments, place them where they are easily accessible without disrupting the group.



**That
Stereotype
Hurts**

Room Set-Up / Materials List

Room Set-Up

Small tables with 4 – 6 chairs per table

DVD Player or VHS Player

Laptop and LCD Projector for PowerPoint Presentation

Table (in front) for Leader and Refreshment Table

Materials

OUCH! DVD/Video

PowerPoint Presentation

Leader's Guide

Participant Handouts*

- OUCH! Discussion – 1 page
- Speaking Up Activity – 2 pages
- Speaking Up Discussion – 1 page
- Skills Practice – 1 page

Ouch! Books (optional)

Reminder Cards (optional)

**Note: In addition to the four separate handouts listed here, a full 10-page participant booklet is included. This booklet includes the four Handouts as well as the concepts presented in the PowerPoint presentation. This 10-page booklet is recommended if you are not utilizing a PowerPoint presentation. Ideally, the 10-page Handout should be printed front and back, with double staples in left-hand margin to form a 5-page booklet. The booklet can be printed in color or black and white.*



**That
Stereotype
Hurts**

II: Program Outline

II: PROGRAM OUTLINE..... Pages 2.1 – 2.26

OUCH! That Stereotype Hurts (2 – 2½ hour workshop)

Agenda / Outline

Script

OUCH! That Stereotype Hurts with vignettes (1 – 1¼ hour meeting)

Agenda / Outline

Script



OUCH! That Stereotype Hurts **Agenda / Outline**

OUCH! That Stereotype Hurts (2 – 2½ hour workshop)

- 5 min Welcome / Introduction / Goal / Objectives
- 3 – 5 min Definitions
- 10 – 15 min Participant Introductions
- 15 min. Set Up and View OUCH! That Stereotype Hurts
- 15 min (30 min) Small Group Discussion
- 15 min. View Speaking Up Presentation and Complete Activity
- 20 min (30 min) Small Group Discussion
- 15 min (30 min). Skills Practice
- 5 min Closing and Personal Application

Two hours is the minimum time required for the OUCH! workshop. You are encouraged to expand to 2½ hours or more. A short participant break should be included if the workshop exceeds 2 hours. (Expanded time allotments are shown in parentheses.)

Note: On the script which follows, italics are used for scripted narration and leader’s notes. Instructions are not italicized.



OUCH! That Stereotype Hurts

Workshop Script (2 – 2½ hours)

WELCOME / INTRO / GOAL / OBJECTIVES

5 min

PowerPoint: Welcome

PowerPoint: Goal

PowerPoint: Agenda /
Objectives

PRE-PROGRAM

- Greet participants as they enter the room. Encourage participants to meet others in the group they do not already know.

WELCOME / INTRODUCTION / GOAL / OBJECTIVES (5 minutes)

- *Welcome to OUCH! That Stereotype Hurts. I'm _____ and I'll be leading our conversations today.*
- *We have the opportunity today to explore communication skills for promoting inclusion and respect in the workplace.*

And while our starting point is the workplace, I think you will find that this topic applies to life outside of work as well. I invite you to use this information wherever you find it helpful.

- *Here's our agenda and objectives for our two hours together. We will move through these three objectives, in this order:*
- *We will...*
 - *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.*
- *Creating a workplace where everyone is treated with respect and dignity involves all of us – and is supported by how we communicate with each other. That includes speaking up when we encounter disrespect.*

DEFINITIONS

3 – 5 min

PowerPoint: Definition

PowerPoint: Definition

PowerPoint: Definitions

DEFINITIONS (3 – 5 minutes)

- *You probably are familiar with these words we're using already – stereotypes and bias.*

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

Stereotypes imply all people in the group are identical, based on some dimensions of diversity they share.

Stereotypes often contain a judgment (i.e., good or bad, honest or dishonest, hard working or lazy).

- ***Bias** is NOT a bad word.*

Bias is a predisposition to see events, people or items in a positive or negative way.

Bias is an attitude or belief. It's not until we act it out in behavior that our bias affects someone else – it may advantage or disadvantage an individual or a group.

- Give leader example:

- *For example, I have the cutest, kindest, most intelligent nieces in the world. I have a bias FOR my nieces. When I act out on that bias, I view everything they do in a positive light, always giving them the benefit of the doubt. I smile at them, seek them out, encourage them. They really are the best!*
- *On the other hand, there are people toward whom I, based only on MY way of seeing the world, have a predisposition to think less positively of – to lean toward a more negative view of them. That's BIAS on my part. If I act on this bias, I may avoid getting to know anything more about that person or group. I may find myself assuming negative things about them. I may never give them the benefit of the doubt.*

- *When it comes to communication, which is our focus today, bias shows up in many different ways, such as in statements, jokes or stereotypes.*

- *We'll also explore how we respond in the face of stereotypes or other biased comments...whether we **silently collude**, or speak up on behalf of ourselves or as an **Ally** for others.*

PowerPoint: Goleman
Quote

**LEADER / PARTICIPANT
INTRODUCTIONS**

10 – 15 min

PowerPoint: Introductions

The consequences of speaking up or not are captured in this quote:

- *The simple act of naming a 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

LEADER / PARTICIPANT INTRODUCTIONS (10 – 15 minutes)

Option A: (5 minutes) (optional)

- Invite participants to introduce themselves quickly to the large group with name and area where they work.
- Leader should introduce self first, modeling the instructions.

Option B: (10 minutes) (recommended)

- *Please take a moment to introduce yourself to others at your table. Give your name, where you work and share one example of stereotyping you have seen before. It does not mean you personally believe this stereotype, simply that you have experienced it. Do this fairly quickly. You'll have 10 minutes for everyone at your table to introduce him / herself.*

- *Here are some choices for you (choose ONE):*

- *Describe a time when...*

...you were exposed to stereotypes in media (TV, movie, music, etc). What message did it send?

...you have been the recipient or target of a stereotype. How did that affect you?

...you have witnessed someone else being stereotyped. What did you do?

Out of respect for others' privacy, please don't identify individuals.

- Leader should introduce self first, modeling the instructions.

TRANSITION STATEMENT:

- *I can tell from your introductions that there is no shortage of stereotypes in our world. We'll explore this now in our video presentation called OUCH! That Stereotype Hurts.*

INTRODUCE SPEAKING UP PRESENTATION AND ACTIVITY

PowerPoint: Six Techniques

Participant Handout: Speaking Up Activity

INTRODUCE SPEAKING UP PRESENTATION AND ACTIVITY

(15 minutes)

- *The purpose of this next activity is to become more comfortable with the six communication techniques we saw in the first video. Then you always have at least one way to speak up that will work for you and the situation.*
- *Review the Six Techniques for Speaking Up.*

Notice that the six techniques don't magically resolve stereotypes or bias. They DO provide a way to either redirect the communication or to pause the conversation and then open it up for further discussion. These techniques open the door for giving feedback and learning from each other.

Sometimes you simply want to change the direction the conversation is headed without necessarily opening up a dialogue. For example, people are sharing jokes and all of a sudden, the jokes turn derogatory. Interrupt and Redirect changes the direction of the conversation without opening it up for exploration.

- *Do you have any questions or comments about any of these techniques before starting?*

PARTICIPANT HANDOUT: SPEAKING UP ACTIVITY

- *Distribute / refer to Speaking Up Activity Handout.*
- *We'll see 10 quick vignettes. Each vignette demonstrates one or more of the techniques for speaking up without shame or blame. Some of the scenes are very simple, lasting only a few seconds. Others are more complex. After each vignette, you will see the six techniques on the screen. On your Handout, circle the technique or techniques demonstrated. You'll notice that sometimes several techniques are used together. Of course, you would never use all six techniques at once...that would be overpowering.*

Any questions?

Speaking Up Activity

Directions: You will see ten quick vignettes. Decide which technique or techniques each vignette demonstrates. Circle the technique(s) used.



"Look, I know you meant that to be funny, but it hurts."

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!



"I'm not so sure that's a guy thing. I think that applies to both men and women."

Assume Good Intent and Explain Impact

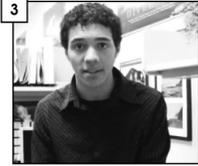
Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!



"I'm not sure I caught that. What were you saying?"

"Do you mean that?"

"Uh, what are you saying, man?"

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!



"So, did you hear the one about the three bald men?"

"Careful there, ladies, I resemble that remark."

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!



"Those people don't even try to speak English."

"You sound frustrated. What happened? Was there someone you couldn't understand?"

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!

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OUCH! That Stereotype Hurts



"I think she's great. I just don't want to put her in a situation where she can fail."

"I know you mean well, but now you're not giving her a chance at all."

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!



"The baby boomers won't have the level of tech savvy we need. We need to recruit young kids right out of school."

"Well, let's not assume that all the young people will have the skills we need and others won't. Let's test everyone's skill and then make a decision based on the results."

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!



"I think these kids just can't be trusted."

"I don't think that's an age thing. Do you know any people our age who aren't trustworthy?"

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!



"So, about the holiday schedule."

"Let Jenny work the holiday shift. She's single; she doesn't have family."

"Ouch!"

"What do you mean?"

"I know that you're trying to help out the other employees, but is that fair to Jenny?"

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!



"OK, that went really well. That wraps things up, is that right?"

"We really need someone who is young and energetic for this job."

"It sounds like you're saying an older person couldn't do this job. Is that what you mean?"

"Well, not necessarily, but they really have to have a lot of energy, deal with the public, lift heavy things."

"So what I'm hearing you say is we need someone who can lift heavy things, and who has a lot of energy to deal with the public."

"Exactly."

"OK, we'll look for those qualifications regardless of the person's age."

"Well, okay, yeah."

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!

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Speaking Up Activity:

Answer Key:
See circled techniques

VIEW SPEAKING UP PRESENTATION AND COMPLETE ACTIVITY

15 min

VIEW SPEAKING UP PRESENTATION AND COMPLETE ACTIVITY

(15 minutes)

Option A:

- Briefly pause the video after each vignette. Participants will circle the technique or techniques demonstrated by each vignette on their handout. Ask participants to call out the techniques they see. Answer questions, solicit audience discussion and make any additional points you would like to make as you progress through each scenario.

Option B:

- View the 10 vignettes without stopping the video. Participants will circle the technique or techniques demonstrated by each vignette on their handout. Following the video, review each vignette quickly, using the Handout as a guide. Answer questions, solicit audience discussion and make any individual points you would like to make.

Note: There are seven seconds between each vignette.

SUMMARIZE SPEAKING UP TECHNIQUES

- *Great job at identifying the techniques. You can use any of these techniques, in public or in private. Some will feel easier for you than others. Some will feel more appropriate than others, given the situation. There may be individuals with whom you do not feel comfortable asking a question (i.e., your grandmother). There may be individuals who are direct communicators and others who prefer less direct communication. Just choose the technique that will work for you and for the recipient.*
- *And, if at any time, you feel it is too risky to speak up, then solicit help from an **Ally** – a co-worker, a member of management, or someone from Human Resources. And should you ever feel that you are being harassed or bullied, or discriminated against in any way, you should bring this to the attention of management right away. Our commitment is to a harassment-free, respect-filled workplace for everyone. So, go ahead and speak up on behalf of respect, AND know that there are resources to assist you as well.*

SMALL GROUP DISCUSSION

20 min (30 min)

Participant Handout:
Speaking Up Discussion

PowerPoint: Speaking Up Discussion

SMALL GROUP DISCUSSION: SPEAKING UP (20 minutes, 30 min. in 2.5 hr. session)

- Distribute / refer to Participant Handout.

Speaking Up Discussion

Consider the following questions. Out of respect for others, please avoid identifying specific individuals in your discussions.

Assume Good Intent and Explain Impact | Ask a Question | Interrupt and Redirect
Broaden to Universal Human Behavior | Make It Individual | Say Ouch!

1. When you experience demeaning or stereotypical comments, which technique(s) for Speaking Up do you personally prefer? In what types of situations would you use these techniques? Share experiences and examples.

2. Discuss times or situations in which you hesitate to speak up against biased or stereotypical comments.
 - What type of situation is most difficult for you?
 - How do you respond in these situations?
 - If you remain silent, what is the impact?

3. How can you increase your comfort, confidence and skill in speaking up in these situations?

Personal Application: How will you apply the Speaking Up Techniques in your professional or personal life? *(You may discuss this in the group or write your own private response below.)*

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- *In small groups of three, answer and discuss the questions on the Discussion sheet.*
- Review instructions and let participants know you they will have 10 – 15 minutes to discuss the questions.
- Move around the room to assist participants who get off-track.
- Bring large group back together after 10 – 15 minutes.
- Solicit questions, comments, and key learnings from this discussion.

SKILLS PRACTICE

15 min (30 min)

SKILLS PRACTICE (15 minutes, 30 min. in 2.5 hr. session)

- Post the *Six Techniques for Speaking Up* on a chart or distribute OUCH! Reminder Cards.
- *Now let's practice using these techniques in real time. Remember, you can choose one or more techniques based on the situation. You may simply want to redirect the conversation or you may want to open up the conversation for further discussion. And your energy level and emotional involvement can vary too, so you want to have several techniques that you are comfortable using in a variety of situations.*
- *Here is/are the scenario(s) where we will practice Speaking Up.*

Option A:

- Use one or more of the pre-written Skills Practice scenarios provided on page 2.16 of this Leader's Guide.

Option B:

- Customize your own Skills Practice situations in advance. Create any support materials you want, such as a PowerPoint slide, a handwritten chart, or a handout. Choose a situation where several of the techniques can easily be applied and where there are negative implications if everyone silently colludes.

Note: Participants often find group situations or scenarios involving individuals at different levels in the organization the most challenging. Consider using one (or two, if time allows) of these more complex situations.

Note: Occasionally in discussion, a participant surfaces a situation that may constitute harassment or discrimination; you are obligated to follow-up with this individual immediately and follow all appropriate procedures within your organization for reporting / resolving harassment / discrimination. Please consult your Human Resources or Legal advisor for further guidance.

- *So, it's time to practice. Try using different approaches. The key to success here is to always assume good intent – this will keep the blame out of your voice and will make it more likely that the other person will accept what you have to say.*

Any questions?

- Allot 7 minutes for practice per scenario.
- Lead a large group discussion on each vignette, soliciting examples from the class. If participants talk ABOUT a technique, encourage actual practice / role play. Encourage trying a variety of the techniques.
- Coach participants on tone of voice, use of techniques, etc.

SUMMARIZE

SUMMARIZE SKILLS PRACTICE

- *Thank you for your willingness to try various ways to speak up when you encounter stereotypes or other demeaning comments. It doesn't have to be perfect. Sincerity is the most important thing. I know it takes courage sometimes, but having simple non-blaming ways to speak up makes it easier. You have demonstrated you have the ability to speak up on behalf of respect. And remember, you can always solicit an Ally to help you.*

CLOSING AND PERSONAL APPLICATION

5 min

PowerPoint: Key Points and Application

Participant Handout: Key Points

CLOSING AND PERSONAL APPLICATION (5 minutes)

- *This brings us to the end of our time together. Allow me to summarize for you in 90 seconds or less our key points from today.*
- Review Key Learning Points.

Key Learning Points

Stereotypes exist and are prevalent in our society. Stereotypes are oversimplified images and statements applied to a whole group of people, without regard for the individual.

Bias is a predisposition to see certain things, events or people in a positive or negative way.

No one person or group owns bias or stereotyping. The same person can be both recipient and sender of biased statements.

Stereotypes touch every person – we may send stereotypes, be the recipient or target of stereotypical statements, or we may be a bystander witnessing stereotypes. We either speak up or stay silent in the face of stereotypes and other biased statements.

There are many **reasons people remain silent** in the face of stereotypes or other biased statements, even if they'd like to speak up – embarrassment and discomfort, fear of social isolation or negative implications, or they don't know what to say.

When we remain silent in the face of stereotypes and other disrespectful comments, others interpret this as agreement or support. This is called **silent collusion** – to go along with through silence.

There ARE ways to speak up without blaming or shaming the other person. The key is to **assume the other person is a decent human being** and did not intend harm.

Anyone can speak up in the face of demeaning or stereotypical comments. You don't have to be the boss. A simple phrase or question on your part can turn a conversation from destructive to productive.

An **ally** is someone who speaks up on behalf of someone else. Sometimes as a bystander, you have more power to influence change than does the targeted person, who may not be present, may feel powerless to speak up, or may be stunned into silence.

One voice – **your voice** – can make a difference. So, go ahead, **speak up on behalf of respect:**

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!

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OUCH! That Stereotype Hurts

- Solicit and answer any remaining questions.
- *In closing, turn to a neighbor; you will each have one full minute to share with your partner an 'Ah-Ha' or learning for you today. Also, if you are comfortable doing so, describe how you will apply something you learned today in your professional or personal life.*

While you are speaking, your partner will give you full, undivided attention, with ears open, heart open, and mouth closed. After one minute, I'll call out "Switch" and it will be the other partner's turn for one uninterrupted minute to share your 'Ah-Ha' and how you will apply your learning.

- Allot 2 minutes, indicating to the group when one minute has passed and it is time for Partner #2 to begin.
- *I thank you for your time. And I thank you in advance for speaking up on behalf of respect. Allow me to leave you with this quote.*
- Review quote of your choice.

Note: Several quotes are included. Hide those slides you are not utilizing. Additional quotes are provided in the Appendix.

- Distribute Reminder Cards or [Ouch!](#) books as participants are leaving.

PowerPoint: Quote(s)

SCENARIOS (Option A)

- *Several of your co-workers tease you and mimic your accent. It bothers you, but until now you haven't said anything.*
- *Your boss says to you: "I want you to know how much I appreciate your hard work. You are very reliable for a _____ (young person, part-time employee, disabled person)."*
- *At a quarterly all-staff meeting, one of the department managers welcomes a new employee, Tanya, to the team. The manager says: "We finally got a Hispanic AND a female on our staff. We've been committed for a long time to becoming a more diverse company. I couldn't be happier to welcome Tanya to our team."*
- *You are at an after-hours special event hosted by your organization. One person from your company makes several comments that are stereotypical about a group of people (i.e., religion, nationality, sexual orientation, etc.). You notice that some of the guests look uncomfortable and walk away from the conversation.*
- *You receive an offensive 'humorous' email that was sent to you and a dozen others. All the recipients are listed on the email. Someone else uses the 'Reply All' button to forward everyone on the list an even more offensive email.*
- *At a community presentation, the speaker says, "I'm concerned about the increase in immigration and crime in our community."*
- *At holiday dinners, one of your relatives consistently makes demeaning jokes and slurs (i.e., based on gender, race, age, sexual orientation, etc.).*
- *A family of a different ethnic or religious background moves in across the street. A neighbor comes over to tell you about it, and says: "It's always been a good neighborhood, but I don't know.... I'm afraid things are going downhill."*



**That
Stereotype
Hurts**

OUCH! That Stereotype Hurts with vignettes **Agenda / Outline**

OUCH! That Stereotype Hurts with vignettes (1 – 1¼ hour meeting)

5 min Welcome / Introduction / Goal / Objectives

3 – 5 min Definitions

10 – 15 min Participant Introductions

15 min Set-Up and View
OUCH! That Stereotype Hurts with vignettes

15 min (30 min). Small and Large Group Discussion

5 min. Closing / Personal Application

One hour is the minimum time required to conduct this meeting. You are encouraged to expand to 75 minutes or more. (Expanded time allotments are shown in parentheses.)

Note: On the script which follows, italics are used for scripted narration and leader’s notes. Instructions are not italicized



OUCH! That Stereotype Hurts

WELCOME / INTRO / GOAL / OBJECTIVES

5 min

PowerPoint: Welcome

PowerPoint: Goal

PowerPoint: Agenda /
Objectives

OUCH! That Stereotype Hurts with vignettes Meeting Script (1 – 1¼ hour)

PRE-PROGRAM

- Greet participants as they enter the room. Encourage participants to meet others in the group they do not already know.

WELCOME / INTRODUCTION / GOAL / OBJECTIVES (5 minutes)

- *Welcome to OUCH! That Stereotype Hurts. I'm _____ and I'll be leading our conversations today.*
- *We have the opportunity today to explore communication skills for promoting inclusion and respect in the workplace.*

And while our starting point is the workplace, I think you will find that this topic applies to life outside of work as well. I invite you to use this information wherever you find it helpful.

- *Here's our agenda and objectives for our hour together. We will move through these three objectives, in this order:*
- *We will...*
 - *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.*
- *Creating a workplace where everyone is treated with respect and dignity involves all of us – and is supported by how we communicate with each other. That includes speaking up when we encounter disrespect.*

DEFINITIONS

3 – 5 min

PowerPoint: Definition

PowerPoint: Definition

PowerPoint: Definitions

DEFINITIONS (3 – 5 minutes)

- *You probably are familiar with these words we're using already – stereotypes and bias.*

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

Stereotypes imply all people in the group are identical, based on some dimensions of diversity they share.

Stereotypes often contain a judgment (i.e., good or bad, honest or dishonest, hard working or lazy).

- ***Bias** is NOT a bad word.*

Bias is a predisposition to see events, people or items in a positive or negative way.

Bias is an attitude or belief. It's not until we act it out in behavior that our bias affects someone else – it may advantage or disadvantage an individual or a group.

- Give leader example:

- *For example, I have the cutest, kindest, most intelligent nieces in the world. I have a bias FOR my nieces. When I act out on that bias, I view everything they do in a positive light, always giving them the benefit of the doubt. I smile at them, seek them out, encourage them. They really are the best!*
- *On the other hand, there are people toward whom I, based only on MY way of seeing the world, have a predisposition to think less positively of – to lean toward a more negative view of them. That's BIAS on my part. If I act on this bias, I may avoid getting to know anything more about that person or group. I may find myself assuming negative things about them. I may never give them the benefit of the doubt.*

- *When it comes to communication, which is our focus today, bias shows up in many different ways, such as in statements, jokes or stereotypes.*

- *We'll also explore how we respond in the face of stereotypes or other biased comments...whether we **silently collude**, or speak up on behalf of ourselves or as an **Ally** for others.*

PowerPoint: Goleman
Quote

**LEADER / PARTICIPANT
INTRODUCTIONS**

10 – 15 min

PowerPoint: Introductions

The consequences of speaking up or not are captured in this quote:

- *The simple act of naming a 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

LEADER / PARTICIPANT INTRODUCTIONS (10 – 15 minutes)

Option A: (5 minutes) (optional)

- Invite participants to introduce themselves quickly to the large group with name and area where they work.
- Leader should introduce self first, modeling the instructions.

Option B: (10 minutes) (recommended)

- *Please take a moment to introduce yourself to others at your table. Give your name, where you work and share one example of stereotyping you have seen before. It does not mean you personally believe this stereotype, simply that you have experienced it. Do this fairly quickly. You'll have 10 minutes for everyone at your table to introduce him / herself.*

- *Here are some choices for you (choose ONE):*

- *Describe a time when...*

...you were exposed to stereotypes in media (TV, movie, music, etc). What message did it send?

...you have been the recipient or target of a stereotype. How did that affect you?

...you have witnessed someone else being stereotyped. What did you do?

Out of respect for others' privacy, please don't identify individuals.

- Leader should introduce self first, modeling the instructions.

TRANSITION STATEMENT:

- *I can tell from your introductions that there is no shortage of stereotypes in our world. We'll explore this now in our video presentation called OUCH! That Stereotype Hurts.*

**VIEW OUCH!
PRESENTATION**

13½ min

**SMALL GROUP
DISCUSSION**

15 min (30 min)

PowerPoint: OUCH!
Discussion

VIEW OUCH! THAT STEREOTYPE HURTS with vignettes (13½ minutes)

SMALL GROUP DISCUSSION (15 minutes, 30 min. in 1¼ hr. session)

- *In small groups of 3 or 4 people, discuss these questions.*
- Distribute OUCH! Reminder Cards as a reference for activity or post six techniques on chart.

- | |
|---|
| <p>OUCH! Discussion</p> <ol style="list-style-type: none">1. How does this video relate to you?
Do you see yourself reflected in any way?2. Which technique(s) do you personally prefer?3. Which situations are most difficult for you? How do you respond? What is the impact of sitting silent?4. How can you increase your comfort, confidence and skill in speaking up in these situations? <p style="text-align: center;"><small>© 2007, International Training and Development, LLC</small></p> |
|---|

- After about 10 minutes, bring the entire group back together. Solicit and discuss any questions / points / experiences that arise.

OPTIONAL PRACTICE

15 min

PowerPoint: Optional
Practice: Six Techniques**SMALL GROUP DISCUSSION: PRACTICE SPEAKING UP** (continued)
OPTIONAL (in extended 1¼ hr. session)

- *Now let's do a quick skills practice using these techniques in real time. Remember, you can choose one or more techniques based on the situation. You may simply want to redirect the conversation or you may want to open up the conversation for further discussion. And your energy level and emotional involvement can vary too, so you want to have several techniques that you are comfortable using in a variety of situations.*
- *Here is the scenario for practicing Speaking Up.*
- Select and review scenario with group by reading aloud, having scenario posted on a wall chart, or by PowerPoint slide.

Option A:

- Use one of the pre-written Skills Practice scenarios provided on page 2.26 of this Leader's Guide.

Option B:

- Customize your own Skills Practice situation in advance. Create any support materials you want, such as a PowerPoint slide or a handwritten chart. Choose a situation where several of the techniques can easily be applied and where there are negative implications if everyone silently colludes.

Note: Participants often find group situations or scenarios involving individuals at different levels in the organization the most challenging. Consider using one of the more complex situations.

Note: Occasionally in discussion, a participant surfaces a situation that may constitute harassment or discrimination; you are obligated to follow-up with this individual immediately and follow all appropriate procedures within your organization for reporting / resolving harassment / discrimination. Please consult your Human Resources or Legal advisor for further guidance.

OPTIONAL PRACTICE SPEAKING UP (continued)

- *So, it's time to practice. Try using different approaches. The key to success here is to always assume good intent – this will keep the blame out of your voice and will make it more likely that the other person will accept what you have to say.*

Any questions?

- Allot 7 minutes for practice per scenario.
- Lead a large group discussion on each vignette, soliciting examples from the class. If participants talk ABOUT a technique, encourage actual practice / role play. Encourage trying a variety of the techniques.
- Coach participants on tone of voice, use of techniques, etc.

SUMMARIZE

SUMMARIZE SMALL GROUP DISCUSSION

- *Thank you for your willingness to explore various ways to speak up when you encounter stereotypes or other demeaning comments. It doesn't have to be perfect. Sincerity is the most important thing. I know it takes courage sometimes, but having simple non-blaming ways to speak up makes it easier.*
- *You can use any of the six techniques, in public or in private. Some will feel easier for you than others. Some will feel more appropriate than others, given the situation. There may be individuals with whom you do not feel comfortable asking a question (i.e., your grandmother). There may be individuals who are direct communicators and others who prefer less direct communication. Just choose the technique that will work for you and for the recipient.*
- *And, if at any time, you feel it is too risky to speak up, then solicit help from an **Ally** – a co-worker, a member of management, or someone from Human Resources. And should you ever feel that you are being harassed or bullied, or discriminated against in any way, you should bring this to the attention of management right away. Our commitment is to a harassment-free, respect-filled workplace for everyone. So, go ahead and speak up on behalf of respect. You have the skill to do so. AND know that there are resources to assist you as well.*

CLOSING AND PERSONAL APPLICATION

5 min

Participant Handout: Key Points (optional)

CLOSING AND PERSONAL APPLICATION (5 minutes)

- *This brings us to the end of our time together. Allow me to summarize some key points for you in 90 seconds or less.*
- Review Key Learning Points.

Key Learning Points

Stereotypes exist and are prevalent in our society. Stereotypes are oversimplified images and statements applied to a whole group of people, without regard for the individual.

Bias is a predisposition to see certain things, events or people in a positive or negative way.

No one person or group owns bias or stereotyping. The same person can be both recipient and sender of biased statements.

Stereotypes touch every person – we may send stereotypes, be the recipient or target of stereotypical statements, or we may be a bystander witnessing stereotypes. We either speak up or stay silent in the face of stereotypes and other biased statements.

There are many **reasons people remain silent** in the face of stereotypes or other biased statements, even if they'd like to speak up – embarrassment and discomfort, fear of social isolation or negative implications, or they don't know what to say.

When we remain silent in the face of stereotypes and other disrespectful comments, others interpret this as agreement or support. This is called **silent collusion** – to go along with through silence.

There ARE ways to speak up without blaming or shaming the other person. The key is to **assume the other person is a decent human being** and did not intend harm.

Anyone can speak up in the face of demeaning or stereotypical comments. You don't have to be the boss. A simple phrase or question on your part can turn a conversation from destructive to productive.

An **ally** is someone who speaks up on behalf of someone else. Sometimes as a bystander, you have more power to influence change than does the targeted person, who may not be present, may feel powerless to speak up, or may be stunned into silence.

One voice – **your voice** – can make a difference. So, go ahead, **speak up on behalf of respect:**

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Say Ouch!

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OUCH! That Stereotype Hurts

- Solicit and answer any remaining questions.
- *In closing, turn to a neighbor; you will each have one full minute to share with your partner an 'Ah-Ha' or learning for you today. Also, if you are comfortable doing so, describe how you will apply something you learned today in your professional or personal life.*

While you are speaking, your partner will give you full, undivided attention, with ears open, heart open, and mouth closed. After one minute, I'll call out "Switch" and it will be the other partner's turn for one uninterrupted minute to share your 'Ah-Ha' and how you will apply your learning.

- Allot 2 minutes, indicating to the group when one minute has passed and it is time for Partner #2 to begin.
- *I thank you for your time. And I thank you in advance for speaking up on behalf of respect. Allow me to leave you with this quote.*
- Review quote of your choice.

Note: Several quotes are included. Hide those slides you are not utilizing. Additional quotes are provided in the Appendix.

- Distribute Reminder Cards or [Ouch!](#) books as participants are leaving.

PowerPoint: Quote(s)

SCENARIOS (PRACTICE SPEAKING UP)

- *Several of your co-workers tease you and mimic your accent. It bothers you, but until now you haven't said anything.*
- *Your boss says to you: "I want you to know how much I appreciate your hard work. You are very reliable for a _____ (young person, part-time employee, disabled person)."*
- *At a quarterly all-staff meeting, one of the department managers welcomes a new employee, Tanya, to the team. The manager says: "We finally got a Hispanic AND a female on our staff. We've been committed for a long time to becoming a more diverse company. I couldn't be happier to welcome Tanya to our team."*
- *You are at an after-hours special event hosted by your organization. One person from your company makes several comments that are stereotypical about a group of people (i.e., religion, nationality, sexual orientation, etc.). You notice that some of the guests look uncomfortable and walk away from the conversation.*
- *You receive an offensive 'humorous' email that was sent to you and a dozen others. All the recipients are listed on the email. Someone else uses the 'Reply All' button to forward everyone on the list an even more offensive email.*
- *At a community presentation, the speaker says, "I'm concerned about the increase in immigration and crime in our community."*
- *At holiday dinners, one of your relatives consistently makes demeaning jokes and slurs (i.e., based on gender, race, age, sexual orientation, etc.).*
- *A family of a different ethnic or religious background moves in across the street. A neighbor comes over to tell you about it, and says: "It's always been a good neighborhood, but I don't know.... I'm afraid things are going downhill."*



That Stereotype Hurts

III: Leader / Participant Materials

III. LEADER / PARTICIPANT MATERIALS. Pages 3.1 – 3.11

Key Learning Points in OUCH!

Leader's Notes Pages

PowerPoint Slides

- OUCH! That Stereotype Hurts (19)
- OUCH! That Stereotype Hurts with vignettes (17)

Participant Handouts

- OUCH! That Stereotype Hurts
- OUCH! That Stereotype Hurts with vignettes

Quotes



Key Learning Points in OUCH!

Stereotypes exist and are prevalent in our society. They are oversimplified images and statements applied to a whole group of people, without regard for the individual.

Bias is a predisposition to see certain things, events or people in a positive or negative way.

No one person or group owns bias or stereotyping. The same person can be both recipient and sender of biased statements.

Stereotypes touch every person – we may send stereotypes, be the recipient or target of stereotypical statements, or we may be a bystander witnessing stereotypes. We either speak up or stay silent in the face of stereotypes and other biased statements.

There are many **reasons people remain silent** in the face of stereotypes or other biased statements, even if they'd like to speak up – embarrassment and discomfort, fear of social isolation or negative implications, or they don't know what to say.

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One voice – **your voice** – **can make a difference.** So, go ahead, **speak up on behalf of respect.**

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!



**That
Stereotype
Hurts**

Leader's Notes Pages

The key points that are included in OUCH! are listed on the previous page of the Guide and in the Participant Handouts. Additional key learnings will emerge through participant discussions. Listed below are some examples. These notes pages are for you to capture additional key points.

Intent / Impact: Our behavior may affect others in ways we did not intend. The negative impact of someone else's behaviors may not have been intentional.

Cumulative Effect: The increasing or cumulative impact of a behavior, when that behavior is experienced repeatedly over time.

Insider / Outsider Dynamics: Even if some people within a group use offensive language about themselves, it's still demeaning to many people inside and outside the group. It is often even more highly charged if stated by an outsider.

Discounting: Treating an individual or group as less valuable.

Discrimination: The denial of equal treatment, access or opportunity to individuals or groups because of gender, race, color, national origin, religion, age, disability, sexual orientation, or some other distinguishing characteristic. Discrimination in the workplace may be unlawful if the conduct is based on a legally-protected factor (like race or gender).

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OUCH!

**That
Stereotype
Hurts**

Leader's Notes Pages

A series of horizontal dotted lines for taking notes, spanning the width of the page.



OUCH! That Stereotype Hurts PowerPoint Slides

(2 – 2½ hour workshop)

The PowerPoint presentation is designed to be flexible. You can use the Master Slide to create additional pages. There are slides you may wish to hide / un-hide (i.e., Participant Introductions, Ending Quotes).

Welcome

OUCH!
That Stereotype Hurts

Communicating Respectfully in a Diverse World

© 2007, International Training and Development, LLC

Goal

Explore communication skills for promoting inclusion and respect in the workplace

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Agenda / 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

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Stereotypes

An oversimplified image or statement applied to a whole group of people, without regard for the individual.

© 2007, International Training and Development, LLC

Bias

Bias is a predisposition to see events, people or items in a positive or negative way.

Bias is an attitude or belief.

© 2007, International Training and Development, LLC

Silent Collusion

To go along with through silence.

Ally

Someone who speaks up on behalf of someone else.

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“The simple act of naming a 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

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Participant Introductions

- Name
- Where you work

Describe a Time When You...

...were exposed to stereotypes in media (TV, movie, music, etc). What message did it send?

...when you have been the recipient or target of a stereotype? How did that affect you?

...when you have witnessed someone else being stereotyped? What did you do?

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OUCH! That Stereotype Hurts

Watch OUCH! Video

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OUCH! Discussion

1. Do you ever hear similar stereotypes or biased comments in this community? In this organization?
2. Why do individuals sometimes remain silent in the face of stereotypes or other demeaning comments? Share experiences and examples.
3. How does this video relate to you? Do you see yourself reflected in any way?

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Speaking Up: Six Techniques

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!

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Speaking Up Discussion

1. Which technique(s) do you personally prefer?
2. Which situations are most difficult for you? How do you respond? What is the impact of sitting silent?
3. How can you increase your comfort, confidence and skill in speaking up in these situations?

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OUCH! That Stereotype Hurts PowerPoint Slides

(continued) (2 – 2½ hour workshop)

Skills Practice

1. What is the impact of this statement if left unaddressed?
2. Will you speak up...
...now or later?
...in public or in private?
...on your own or with the help of an Ally?
3. Which technique(s) can you use to speak up without blaming or shaming the other person?

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Key Points and Application

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“Communication provides the legs for bias,
carrying it from person to person,
from generation to generation.

Eventually, however, communication
will be the way to end discrimination.”

—John H. Bailey,
ABC, Exec. Director,
International Association of Business Communicators

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“We will have to repent in this
generation not merely for the
hateful words and actions
of the bad people
but for the appalling silence
of the good people.”

—Dr. Martin Luther King, Jr.

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“We must be the change
we want to see in the world.”

— Mahatma Gandhi

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

— Helen Keller

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Thank You

Based on the book by Leslie C. Aguilar
International Training and Development, LLC
www.OuchThatStereotypeHurts.com

Produced and Distributed by Joel Leskowitz
SunShower Learning
www.Ouch-Video.com

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OUCH! That Stereotype Hurts with vignettes PowerPoint Slides

(1 – 1¼ hour meeting)

The PowerPoint presentation is designed to be flexible. You can use the Master Slide to create additional pages. There are slides you may wish to hide / un-hide (i.e., Participant Introductions, Ending Quotes).

Welcome

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OUCH! That Stereotype Hurts

Watch OUCH! Video

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OUCH! Discussion

1. How does this video relate to you? Do you see yourself reflected in any way?
2. Which technique(s) do you personally prefer?
3. Which situations are most difficult for you? How do you respond? What is the impact of sitting silent?
4. How can you increase your comfort, confidence and skill in speaking up in these situations?

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Speaking Up: Six Techniques

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

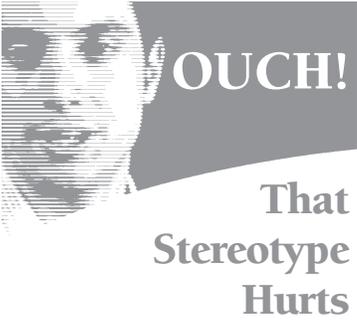
Make It Individual

Say Ouch!

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Key Points and Application

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OUCH! That Stereotype Hurts with vignettes **PowerPoint Slides**

(continued) (1 – 1¼ hour meeting)

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from generation to generation.

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Quotes

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– John N. Bailey, ABC, Exec. Dir, International Association of Business Communicators
[Without Bias: A Guidebook for Nondiscriminatory Communication](#) (preface)

“It is easier to split the atom than to crack a prejudice.”

– Albert Einstein

“We will have to repent in this generation not merely for the hateful words and actions of the bad people but for the appalling silence of the good people.”

– Dr. Martin Luther King, Jr., *Why We Can't Wait* (Letter from Birmingham Jail)

“Our lives begin to end the day we become silent about the things that matter.”

– Dr. Martin Luther King, Jr.

“Silence remains inescapably a form of speech.”

– Susan Sontag

“Never doubt that a small group of thoughtful, committed individuals can change the world; indeed, it's the only thing that ever does.”

– Margaret Meade

“We must be the change we want to see in the world.”

– Mahatma Gandhi

“But where was I to start? The world is so vast. I shall start with the country I know best, my own. But my country is so very large. I had better start with my town. But my town, too, is large. I had best start with my street. No: my home. No: my family. Never mind, I shall start with myself.”

– Ellie Wiesel, [Souls on Fire](#)

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

– Helen Keller

IV: Appendix



That Stereotype Hurts

IV. APPENDIX Pages 4.1 – 4.18

Bibliography / Recommended Reading

Transcript

- OUCH! That Stereotype Hurts
(Introduction, Stories, Speaking Up)
- Speaking Up Activity
- OUCH! That Stereotype Hurts with vignettes
(Speaking Up only)

About the OUCH! Team / About the Ouch! Book



OUCH!

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OUCH!

**That
Stereotype
Hurts**

OUCH! That Stereotype Hurts Transcript

OUCH! THAT STEREOTYPE HURTS

Introduction

Foreigner.
White male.
Handicapped person.
Female.
Fat people.
Muslims.
White folk.
Racists.
Christians.
Everyone knows men are good leaders.
Dumb blonde, what do you expect?
She's very articulate for a Puerto Rican.
What would he know, he's just a temp?
Hispanics.
He tried to Jew me down.
Mexicans are lazy.
You people all look alike.
You people are all alike.
You people are all alike.
Handicapped person.
Female.
Puerto Rican.
Republican.
Democrat.
Techie.
Disabled.
Black.
Why don't you learn to speak English?
You people speak English.
Speak English.
What do you expect from a foreigner?



OUCH!

**That
Stereotype
Hurts**

OUCH! That Stereotype Hurts Transcript

Continued

Those people are terrorists.

I don't see you as black.

You're not like the others.

Gen Xer's, they think they know everything.

Deaf and dumb.

Typical Cuban.

Typical baby boomer.

He didn't sound black on the phone.

Isn't that just like a man?

Ya tu sabes, isn't that just like a man?

How many blind men does it take?

No, really, how many does it take?

Well, you really have to manage your expectations with those people.

He doesn't act Indian.

Too old.

White folk.

Too young.

From operations.

From headquarters.

Things were so much better before you people were here.

Just a clerk.

Asians are smart.

Typical teenager.

Shoplifters.

Jewish.

Indian.

Black.

Gay.

Wow, you do that well for a handicapped person.

What a retard.

Typical white male.

Those people are so lazy.



OUCH!

**That
Stereotype
Hurts**

OUCH! That Stereotype Hurts Transcript

Continued

I just don't see you as a black person.

Those Christians are so narrow-minded.

You know how she got her job.

Funny you don't look gay.

She's not really Hispanic, she doesn't even speak Spanish.

Male.

Woman.

Girl.

Foreigner.

You can't trust those people. They lived next door once. My bike was stolen.

Illegal.

Don't want to speak English.

Narrow-minded.

Gay men make good decorators.

You're really good at that, for a woman.

You know how they are.

Salesmen.

Americans are aggressive.

You know how they are.

She'll never understand, she's too young.

Muslims.

How many lawyers does it take.

You can't trust them.

You people.

You people.

You people.

You're not like the rest of them.

Stories

I get lots of cartoons and jokes by email at home and at work. Some are funny, I have to admit, but some are pretty over the line.



OUCH!

**That
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Hurts**

OUCH! That Stereotype Hurts Transcript

Continued

They were talking about Polish people.

Mexican jokes. Yeah, they're really funny.

I'd rather not get these, but I don't want people to think I'm a stick in the mud – that I don't have a sense of humor.

And then the jokes just kept coming. And everyone kept laughing and little did they know I was listening in.

Everyone goes along with it.

Being part of the group is important to me.

He doesn't know where my family is from.

They hurt my feelings.

Because I didn't speak the language.

When I hear these jokes I laugh, but inside I'm really hurting.

A quote-unquote humorous remark.

She made a statement about black people.

Hispanics.

Polacks.

Gay.

About Jews, that was really demeaning.

And I thought to myself, I'm not going to say anything and I'll just see how far this clown goes.

My wife is Jewish.

Well, in retrospect, that was kind of a mistake because he wasn't the only one.

I didn't say anything. I didn't want to hurt her feelings or embarrass her.

By the time I felt like I really should say something, I couldn't because for one thing, I felt about half sick, and for another thing, I was so angry that if I'd said anything I'm afraid I would have sounded just as ugly as they did.

Lately, we have had some newer, younger employees in our department, and we joke about them, too. And we make lots of comments about their work ethic. I don't think it helps anyone...it's almost like we're an exclusive club and they don't fit. I want to say something; but I don't speak up because I don't know how. And the last thing I want to do is make things worse or to put people on the defensive.

Wow, you really have no accent for an Asian person.



OUCH!

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OUCH! That Stereotype Hurts Transcript

Continued

After about 20 minutes of going over my job performance, he ended the review by saying, "I think you've done really well, considering the hand you've been dealt." I didn't know how to respond to something like that.

I didn't know how to respond to this so I just said "thanks."

I mean, I wish I would have said something, because I found it really offensive.

I mean, he was my boss, after all.

But I didn't want to say anything because she's a senior level manager.

He's very influential.

I really wanted the job.

I didn't say anything.

I didn't say anything.

I didn't know how to bring it up and not make a big deal out of it.

I don't want to be seen as a trouble maker.

I know she meant well, but...

It really bothers me.

I was really offended.

It really hurt me.

I was at a party, relaxed, enjoying myself when the joke telling began. There were three...who went to the...you fill in the blanks. The joke progressed and it was clearly demeaning to a group of people. The face of my close friend and colleague popped into my mind...he's part of the group being debased. Two different voices – the proverbial angel and devil on my shoulder filled my head. "Say something! You know you don't support this." "Relax, it's a party. Lighten up, have fun. People won't like you if you can't take a joke." "This is no joke to me. Speak up, coward!" In those long seconds while I twitched and struggled with what to do, the DJ, who was sitting with us on break, simply said, "Whoa! I'm not going there. I think I'd rather get something to drink." So, he got up and walked across the room. I hopped up and followed him. "Good idea!"

I'll never forget what happened next. Others in the group joined us at the bar, leaving only a few people to hear the joke's punch line. I was amazed. Few of us wanted to hear the joke, but we went along anyway. It took just one voice...one person casually speaking up against disrespect to shift the conversation.



OUCH!

**That
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Hurts**

OUCH! That Stereotype Hurts Transcript

Continued

Speaking Up

So how DO you speak up against stereotypes and demeaning comments without putting somebody down? Well, there are lots of ways you can speak up and we'll practice several of them. It's all in how you approach it – the key is to Assume Good Intent. And that's our first technique for speaking up, Assume Good Intent and Explain Impact.

"I know you mean well, but that hurts."

The important thing is to assume good intent. Approach the other person as if that person is a decent human being. When you assume the best, there is no need to blame, shame or insult the person who just said something biased or demeaning. There are two parts to the technique: First, acknowledge the other person's positive intentions; then describe the negative results of the statement or behavior.

Ask a Question

When you encounter stereotypes or other unfair depictions of people, Ask a Question. Choose a simple non-blaming question such as, "What do you mean?" or, "I'm sorry, what was that?"

"What do you mean?"

You can even practice these simple questions in advance. Remember, the key is to assume good intent, approaching the conversation as if the other person meant no harm. Questions are great because they're so easy to use and they open up conversation in a non-blaming way.

Sincere and open-ended questions that avoid blaming the other person work best. And tone of voice is everything. Questions that are sarcastic or accuse the other person are NOT helpful.

Interrupt and Redirect

Interrupting and redirecting changes the direction of the conversation abruptly, without requiring further discussion.

"Whoa, let's not go down that path."

Interrupting and redirecting is simple – and it gives people a chance to change directions. If the disrespectful behavior continues, you can use one of the other techniques, such as assuming good intent and explaining impact. Or you can walk away, removing yourself from the situation. But the important thing is to not stay silent.



OUCH!

**That
Stereotype
Hurts**

OUCH! That Stereotype Hurts Transcript

Continued

Broaden to Universal Human Behavior

Sometimes people attribute a common human behavior to only one group, and then they stereotype the whole group, as if everyone in the group is identical. In this situation, you can broaden the description to humankind in general. That helps break through the stereotyping.

“I don’t think it’s a gay thing. I mean I think that applies to everyone.”

This technique is powerful – you can show the attribute isn’t just about the stereotyped group by suggesting that the trait is universal human behavior.

So, you can break through stereotypes by showing how the so-called trait of the stereotyped group really applies to many different people. Or you can use an opposite technique to break through the stereotypes: instead of broadening to human nature, you can narrow the focus down to one individual.

Make It Individual

Often, people are clumped together in a stereotype. This approach – Make It Individual – breaks through that clumping. While the characteristic may be true of a few individuals, it’s definitely not true of everyone in a group.

“You mean all managers? Or are you speaking of someone in particular?”

Say OUCH!

Sometimes you don’t have the energy or you’re too stunned to say something or just can’t think of what to say. Well, here’s something easy that anyone can say, OUCH!

“Ouch!”

What do you say when someone unintentionally steps on your toe? Same thing here. Ouch communicates a lot with little effort. It says, your words had a negative impact on me – or on others that I care about. If you have the time and the energy, you can ‘Ouch and Educate’ – explain how the words affected you or others. Or, you can simply say, “Ouch!” It’s a simple, effective, acceptable 4-letter word that carries a lot of meaning. And it puts a pause in the conversation, which gives everyone time to think about what is being said.



OUCH!

**That
Stereotype
Hurts**

OUCH! That Stereotype Hurts Transcript

Continued

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!

So, we've seen several ways for responding to stereotypes and other demeaning comments. You can use these techniques one-on-one or within a group, in public or in private, at work or at home. You can use any one at any time. You can even come back later and address something that was said earlier. Some of the techniques will feel easier for you than others. Just choose the one or ones that are most comfortable for you. You don't have to sit silent when you want to speak up. You have the skill to do so and your voice will make a difference. So, go ahead, say "Ouch!" when it hurts. You CAN speak up – effectively and with respect.

"I know you mean well, but that hurt."

"What do you mean?"

"Whoa, let's not go down that path."

"I don't think it's a gay thing. I think that applies to everyone."

"Do you mean all managers, or are you speaking of someone in particular?"

"Ouch!"

"Ouch!"

"Ouch!"

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"Ouch!"

"Ouch!"



That Stereotype Hurts

Speaking Up Activity Transcript

SPEAKING UP ACTIVITY

We've gone through several techniques, and the great news is that you can use any of these at any time. So, next time you hear a disrespectful or stereotypical comment, why not speak up?

Assume Good Intent and Explain Impact

Ask a Question

Interrupt and Redirect

Broaden to Universal Human Behavior

Make It Individual

Say Ouch!

- 1)** "Look, I know you meant that to be funny, but it hurts."
- 2)** "I'm not so sure that's a guy thing. I think that applies to both men and women."
- 3)** "I'm not sure I caught that. What were you saying?"
"Do you mean that?"
"Uh, what are you saying, man?"
- 4)** "So did you hear the one about the three bald men?"
"Careful there, ladies, I resemble that remark."
- 5)** "Those people don't even try to speak English."
"You sound frustrated. What happened? Was there someone you couldn't understand?"
- 6)** "I think she's great. I just don't want to put her in a situation where she can fail."
"I know you mean well, but now you're not giving her a chance at all."
- 7)** "The baby boomers won't have the level of tech savvy we need. We need to recruit young kids right out of school."
"Well, let's not assume that all the young people will have the skills we need and others won't. Let's test everyone's skill and then make our decision based on the results."



OUCH!

**That
Stereotype
Hurts**

Speaking Up Activity Transcript

Continued

- 8)** “Well, I think these kids just can’t be trusted.”
“I don’t think it’s an age thing. I mean, do you know any people our age who aren’t trustworthy?”
“Well, yeah.”
- 9)** “So about the holiday schedule.”
“Let Jenny work the holiday shifts. She’s single; she doesn’t have family.”
“Ouch!”
“What do you mean?”
“Well, I know that you’re trying to help out the other employees, but is that fair to Jenny?”
- 10)** “Okay, that went really well. So, I guess that wraps everything up. Is that right?”
“Well, we really need someone who’s young and energetic on this job.”
“Well, sounds to me like you’re saying an older person couldn’t do this job. Is that what you mean?”
“Well, not necessarily. But they really have to be able to have a lot of energy, deal with the public, lift heavy things.”
“Okay, so what I’m hearing you say is we need someone who can lift heavy things, and who has a lot of energy to deal with the public.”
“Exactly.”
“Okay, well, we’ll look for those qualifications regardless of the person’s age.”
“Well, okay, yeah.”



OUCH! **That** **Stereotype** **Hurts**

OUCH! That Stereotype Hurts with vignettes **Transcript**

OUCH! THAT STEREOTYPE HURTS with vignettes

Note: This transcript is for the third chapter only (Speaking Up). Chapters One (Introduction) and Two (Stories) are identical to those in OUCH! That Stereotype Hurts.

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"I'm not sure I caught that. What were you saying?"

"Do you mean that?"

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OUCH!

**That
Stereotype
Hurts**

OUCH! That Stereotype Hurts with vignettes **Transcript**

Continued

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OUCH!

That Stereotype Hurts

OUCH! That Stereotype Hurts with vignettes **Transcript**

Continued

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“Ouch!”

“Ouch!”

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If you have the time and the energy, you can ‘Ouch and Educate’ – explain how the words affected you or others.

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“Let Jenny work the holiday shifts. She’s single. She doesn’t have family.”

“Ouch!”

“What do you mean?”



OUCH!
**That
Stereotype
Hurts**

OUCH! That Stereotype Hurts with vignettes **Transcript**

Continued

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“Ouch!”

“Ouch!”

“Ouch!”

“Ouch!”

“Ouch!”

“Ouch!”

“Ouch!”

“Ouch!”



That Stereotype Hurts

About the OUCH! Team

Leslie Aguilar

Leslie Aguilar is a speaker, author, and workshop facilitator in the areas of Diversity, Cultural Competence, Inclusive Communication, and Service Success in a Diverse World. In 1992, she founded International Training and Development, LLC, in Orlando, Florida.

Her firm works with leading organizations to help them tap the strength of a diverse workforce and provide exceptional service for multicultural customers. Leslie is author of two books: *Ouch! That Stereotype Hurts: Communicating Respectfully in a Diverse World*, Walk the Talk Company, 2006 and *Multicultural Customer Service: Providing Outstanding Service Across Cultures*, McGraw Hill / Irwin, 1996. She co-produced the training video *Service Savvy: Providing Outstanding Service in a Diverse World*, 2004.

Leslie has developed three diversity / inclusion instruments: *DiversiScan™: Scanning the Environment for Diversity-Related Issues and Opportunities*; *Diversity Leadership 360™*; and *Diversity Competencies Assessment™*. She is also co-founder of Diversity ArtWorks!™ which provides creative and cost-effective artwork to support corporate diversity initiatives.

Leslie currently serves on the National Workplace Diversity Panel – Society for Human Resource Management (SHRM). She is past-chair of the American Society for Training and Development (ASTD) Central Florida Chapter Diversity Council. She holds a Bachelor of Arts degree in Foreign Language.

Visit Leslie's websites at www.DiversityInclusionCenter.com or www.OuchThatStereotypeHurts.com.

Joel Lesko

Joel Lesko is an award-winning writer-director-producer who has worked with Al Gore, Deepak Chopra, Ram Dass, Joe Namath and other authors, athletes and influential thinkers. His work has appeared on PBS, the major networks and cable. He has traveled the world to produce shows on a wide range of topics from music to medicine, politics to poetry. Award-winning programs have included: *Ayur Veda: The Science of Life*, *Poets Against the War*, *Chicken Soup for the Soul*, and *On Creating Health with Deepak Chopra*. Joel's work has received over a dozen film industry awards including nine Telly Awards, two Summit Awards, one Aurora, three Videographer Awards and the Iowa Film Award for Best Editing.

In the corporate education arena, Joel's *SMILE!* has given thousands of FiSH fanatics their next training tool. *SMILE!* has been a breakout hit in the customer service and attitude market and is distributed worldwide by Joel's company, SunShower Learning. His unique Teamwork Cinema team-building workshop gives corporate left-brainers the chance to flex their creative brains while making movies.

Prior to his career in film and video, Joel implemented stress management yoga and meditation programs for companies in Europe, Asia and the U.S.

Visit Joel's websites at www.co-cre8ive.com and www.Ouch-Video.com.



OUCH! That Stereotype Hurts

Joel Marks

Joel Marks is Vice President / Executive Producer of Learning Communications. Previously, he was Executive Editor of Walk The Talk Company where he worked with Leslie to develop the book *Ouch! That Stereotype Hurts*.

Prior to that, Joel was Vice President / Executive Producer of CorVISION Media. His 30 years of industry experience and producer relationships enabled corVISION to develop or acquire top-quality, award-winning programming including *Flight of the Buffalo*, *The Pat Heim Gender Communication Series*, *True Colors*, *The Fairer Sex*, *Walk Awhile in My Shoes*, and *A Journey into the Heroic Environment*.

Joel was vice president and executive producer for Coronet / MTI Film & Video from 1984 to 1993. During this time, he guided product acquisition, production and co-production relationships including Disney Educational Productions, Learning Corporation of America, and the in-house product lines of Coronet and MTI. Prior to the merger of Coronet and MTI, he was Director of Production for MTI. Before joining MTI, he held the position of associate director of production at Encyclopedia Britannica Educational Corporation.

Joel holds a Master of Arts in Education and a Master of Arts in Teaching, both from Northwestern University. He graduated from Kenyon College Magna Cum Laude and Phi Beta Kappa.

He can be contacted at marksjoel1@gmail.com.

Judith Leslie

Judith Leslie has over 25 years experience in the Graphic Arts / Design field, producing artwork for print and the web. In 1992, she established her own design studio. Her creative projects include marketing pieces, logo development, website design, posters, calendars, training materials, and visual presentations including PowerPoint.

Judith is co-founder of Diversity ArtWorks!™ which provides organizations with high-quality, cost-effective, and customized artwork to support their diversity and inclusion communications.

Previously, she spent eight years with a Central Florida printer as a designer / artist / pre-press tech. For nine years, she worked with the Alachua County Library District in Gainesville, FL, and served as resident artist in the Children's Dept., producing large-scale room decorations, puppet shows, and print materials. Judith also served as a Rec. Specialist for the U.S. military in Germany, where she was in charge of a full-service arts and crafts shop.

Judith's formal education includes a Bachelor of Arts degree in Fine Arts from the University of Florida (UF) with a second B.A. in Graphic Design (UF).

Visit Judith's websites at www.JudithLeslie.com and www.DiversityArtWorks.com.

About the Ouch! Book

Ouch! That Stereotype Hurts: Communicating Respectfully in a Diverse World will help you be a more effective communicator in today's diverse business environment. The book provides guidelines for communicating respect and inclusion, a six-step model for how to recover when you have unintentionally said something you wish you hadn't and your foot is in your mouth, and 12 techniques for speaking up against bias and stereotypes.

Published by Walk the Talk, Dallas, TX, 2006.