

# Ouch! That Stereotype Hurts

## Communicating Respectfully in a Diverse World

by Leslie C. Aguilar



### Ouch! Book

**Ouch! That Stereotype Hurts** 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.

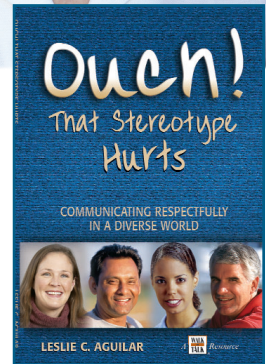
### Ouch! Workshop

This interactive session is for leaders, trainers, group facilitators and communicators who wish to communicate more effectively within diverse settings. Participants will gain knowledge, skills and resources for communicating in ways that are inclusive and respectful of all audience or team members.

### Ouch! Video

Best-selling, skill-building video/DVD that helps employees build the confidence and skills to speak up when they hear stereotypes or other demeaning comments. This module can be used in communication, teamwork, leadership, and diversity / inclusion training.

Materials include a VHS or DVD with the 12-minute OUCH! video; a 5-minute video-based Speaking Up Activity [skills reinforcement]; and a 13½-minute alternate OUCH! video [with vignettes incorporated into main presentation]. The package also contains a detailed Leader's Guide and PowerPoint presentation [CD]; one copy of the book, *Ouch! That Stereotype Hurts*; and 10 reminder cards with the OUCH! techniques. An online preview of the video is available at [www.OuchThatStereotypeHurts.com](http://www.OuchThatStereotypeHurts.com).



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### Ouch! eLearning

Engaging, 30-minute, individual, self-paced guided eLearning program that incorporates the full *Ouch! That Stereotype Hurts* video along with interactive activities, skill-building and check-out. Includes downloadable participant workbook.

### About Leslie Aguilar

Leslie Aguilar is a speaker, author, and workshop facilitator in the areas of Diversity, Cultural Competence, 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 and international customers. Leslie is author of two books: *Ouch! That Stereotype Hurts*, Walk the Talk Company, 2006 and *Multicultural Customer Service: Providing Outstanding Service Across Cultures*, McGraw Hill / Irwin, 1996. Leslie has developed three diversity / inclusion instruments: *DiversiScan™: Scanning the Environment for Diversity-Related Issues and Opportunities*; *Diversity Leadership 360°™*; and *Diversity Competencies Assessment™*.

Leslie served on the Workplace Diversity Special Expertise Panel – Society for Human Resource Management (SHRM), 2005 – 2008. She is past-chair of the American Society for Training and Development (ASTD) Central Florida Chapter Diversity Council.



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