

HOW TO WORK WITH & LEAD PEOPLE NOT LIKE YOU

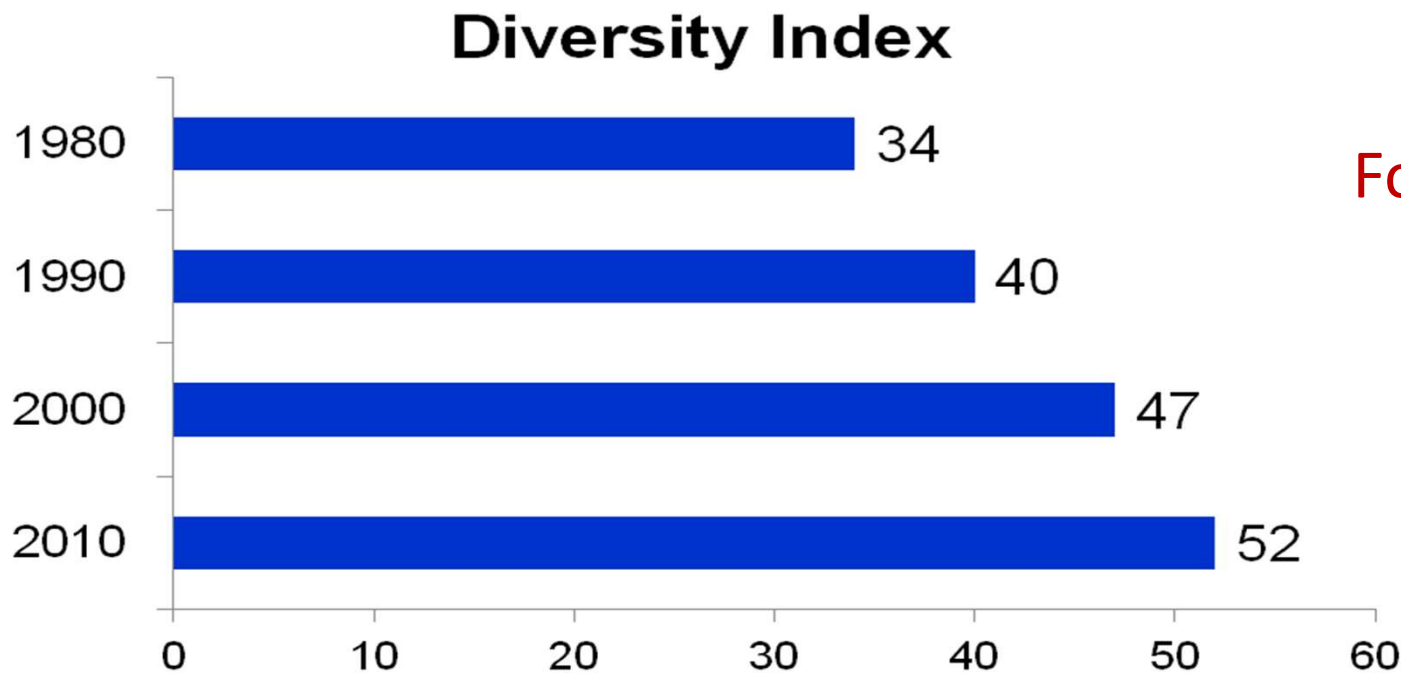


1 in 3 in the U.S. is Not White



CLEAR TREND: THE CENSUS DIVERSITY INDEX

The probability that two people chosen at random would be of a different race and ethnicity on a 0-100 scale. The scale ranges from 0 (no diversity) to 100



Forecast for 2020:

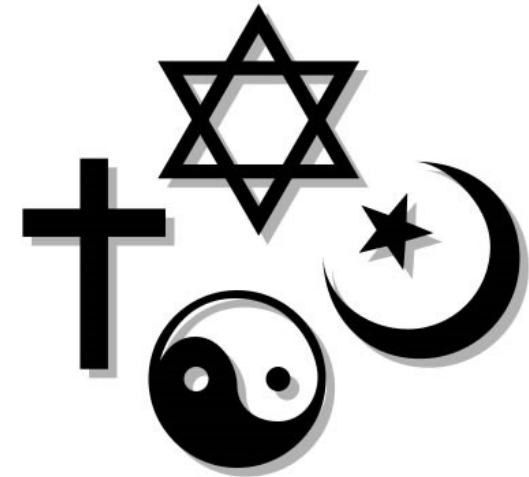
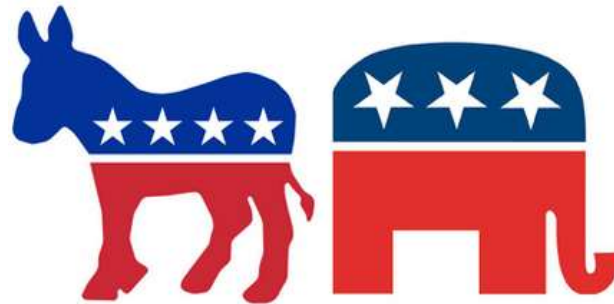
65

1 in 6 MARRIAGES IS TO A SPOUSE OF DIFFERENT RACE OR ETHNICITY



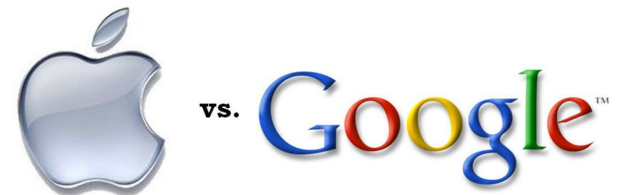
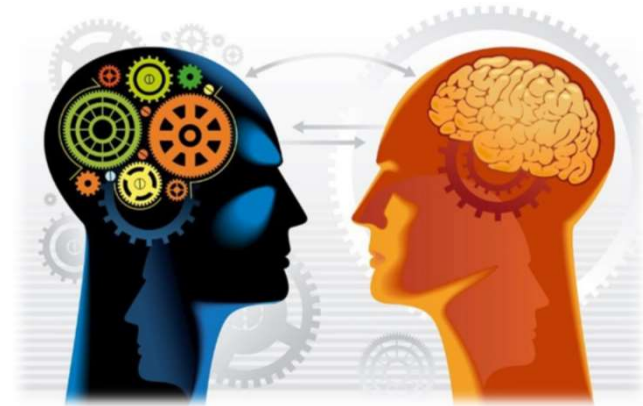
NOT JUST RACIALLY & ETHNICALLY...

- Politically
- Socially
- Fiscally
- Religiously



Diversity Comes in Many Forms

- Introverts vs. Extroverts
- Creative vs. Analytic Thinking
- Morning People vs. Night Owls
- Small business owner vs. large corporate execs
- Regional differences: North / South or East Coast / West Coast
- Communication styles: face-to-face or email/texting only
- Apple people vs. Google people



COMPANIES GET REAL.

AND MORE BRAVE....

People Want to See “The Real Real”



Companies Adapt... and Realize “Real” Drives Business

40% of people 18-35
have **four or more** tattoos



BANK LOCALTM
Philly's most advanced
neighborhood bank.SM

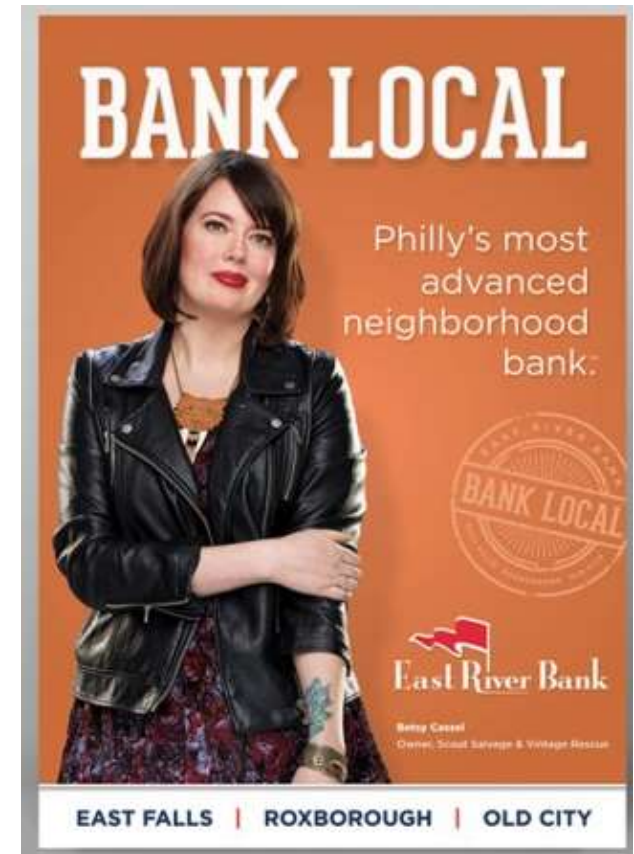
Member FDIC

East River Bank

Betty Casol
Owner, Scout Salvage & Vintage Bazaar

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BANK LOCAL

Philly's most
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Betty Casol
Owner, Scout Salvage & Vintage Bazaar

EAST FALLS | ROXBOROUGH | OLD CITY

Cover Girl Embraces Diverse Beauty

- Cover Girl makeup now features Muslim model
- And the first “Cover Boy”



CVS Bans Photoshopping in its Beauty Products Ads



BARBIE GETS REAL – FOR THE FIRST TIME

ORIGINAL BARBIE



CURVY BARBIE



1965 - SLUMBER PARTY BARBIE





Brawny Salutes Strong Women



THE NEW GERBER BABY IS REAL...and IRRESISTIBLE



Gerber®

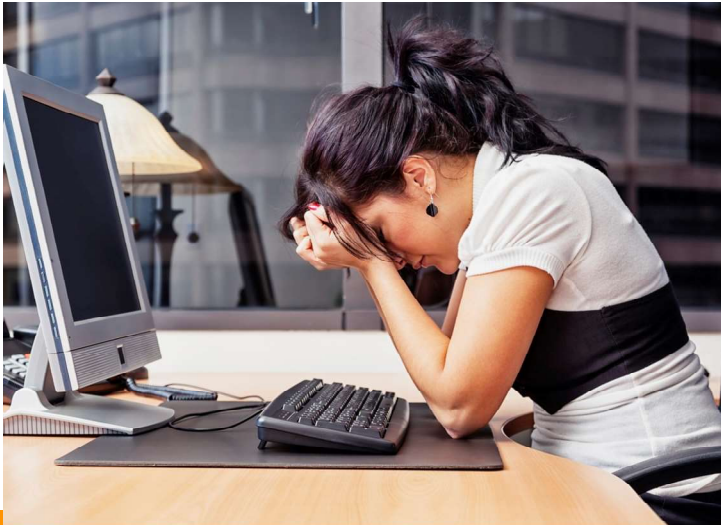


Target Ads Feature Kids with Down Syndrome



OUR DIFFERENCES CAN CREATE FRICTION






**DIFFERENT CAN BE
UNCOMFORTABLE**

IN BUSINESS, IT'S NOT OK TO ADMIT THAT

nope.

A solid orange horizontal bar spans the width of the slide at the bottom.

IT'S TOO RISKY...

- Your job may be at risk
- You're not on the "diversity bandwagon"
- You could be branded with a label

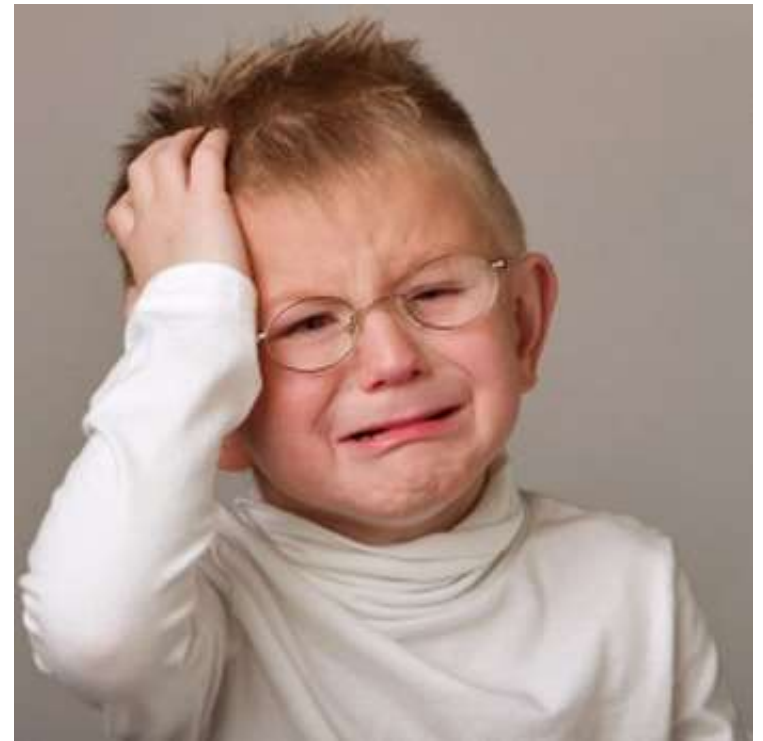
So you keep quiet

But you're *struggling*



IF YOU'RE STRUGGLING, YOU'RE *NORMAL*

- You're not a bad person
- You're not alone
- Your discomfort is *normal*



WHY IS WORKING WITH
“PEOPLE NOT LIKE US”
IMPORTANT?

YOU COULD MISS SOMETHING BIG


- Bethenny Frankel approached every major liquor company with her idea
- *All turned her down*
- 2 years later, Beam bought her brand for *\$100 million*







“OUTSIDERS” MADE THE TEAM BETTER

- Adding the “outsider” more than doubled the teams’ chances of getting the correct answer
 - from 29% to 60%!
 - But paradoxically, the diverse teams reported that their interactions were less effective than those where everyone was from the same house
- 

WORKING WITH DIVERSE TEAM
MEMBERS FELT HARDER,

but produced a better outcome

9 Key Ways to Work with People Not Like You



#1: Break the Ice with Your Diverse Team

- Ask team to share something about themselves



- Where do you call home?
- A perfect Saturday would be...
- What's one thing you're grateful for this week?
- What's something interesting you're doing now?

Marc from Accounting



#2: Find Common Ground

- You like the Cubs? Me too!
- That's a cool necklace. My mom makes jewelry – where do you find your pieces?
- I hear you like fly fishing. Is it hard to learn?
- I wonder if they'll ever fix the heat in this building – are you as cold as I am?



- *Expect it to feel a little awkward*



#3: Build Trust

- Two kinds of trust
- Common trust:
 - granted to others automatically



VULNERABILITY TRUST

- Breaks down walls
- Must be cultivated
- Must be reciprocated



Key Steps to Build Vulnerability Trust

- Talk straight. Be honest. Even when it's hard.
- Use simple language



TOYOTA CREATED MUTUAL STRATEGY WITH THEIR DEALERS

- Trucks are top sellers and high gross profit vehicles
- Toyota needed truck volume



- Dealer meetings

“We can’t hit our sales numbers unless we hit our truck numbers”

Toyota Kept it Simple...

- They asked:
 - *“What do you need from us to help you sell more trucks?”*
- Dealers answered:
 - More product training
 - More inventory on popularly equipped vehicles
 - Enhanced advertising/marketing funds
 - Salesperson incentives
 - Special promotions



#4: Be Aware that Our Differences are Real

- Scott – retail executive
- Sally's Beauty Supply



What Scott Did...

“Talk to me. Tell me what’s going on and how I can help.”

- Dialogue *(talk to me)*
- Barriers *(what’s going on?)*
- Solutions *(how can I help?)*

WORKING WITH WOMEN

Value expansive choices, seeing all options



WORKING WITH MEN

- Want choices simplified
- The “magic number” is 3



 <p>★★★★★ Samsung - 60" Class (60" Diag.) - LED - 1080p - 120Hz - Smart - HDTV</p> <p>\$997⁹⁹ FREE DELIVERY</p>	 <p>★★★★★ Sharp - AQUOS - 60" Class (60" Diag.) - LED - 1080p - 120Hz - HDTV</p> <p>\$799⁹⁹ FREE DELIVERY</p>	 <p>★★★★★ VIZIO - M-Series - 50" Class (49-1/2" Diag.) - LED - 1080p - 240Hz - Smart +...</p> <p>\$599⁹⁹ FREE DELIVERY</p> <p>INCLUDES 8 PAIRS OF 3D GLASSES</p>
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FX-FORMAT

<p>D610</p> <p>24.3 MP 100 ISO - 8000000 FX 3.0" LCD 1080p</p>	<p>NEW D750</p> <p>24.3 MP 100 ISO - 8000000 3.2" LCD 1080p</p>	<p>D810</p> <p>36.3 MP 100 ISO - 8000000 3.5" LCD 1080p</p>
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<p>\$80 GET</p> <p>by mail-in rebate via American Express Reward Card when you buy 4 Hankook RoadHandler tires with a qualifying Sears card.</p> <p>HANKOOK ROADHANDLER THE ROAD IS YOURS™</p> <p>SAVE \$100 with service purchase of \$400 or more #40104</p>	<p>\$70 GET</p> <p>Sears Award Card when you buy 4 Michelin tires.</p> <p>MICHELIN</p> <p>SAVE \$50 with service purchase of \$250 - \$399.99 #40103</p>	<p>\$50 GET</p> <p>Sears Award Card when you buy 4 BFGoodrich tires.</p> <p>BFGoodrich</p> <p>SAVE \$25 with service purchase of \$150 - \$249.99 #40102</p>
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• Brake service • Tire installation • Alignments • Fluid services • Steering & Suspension services • Shocks & Struts

A graphic illustration featuring two hands, one above and one below, holding a heart. The hands are rendered in a dark red color, and the heart is a lighter shade of red. The background is a gradient of red and orange. The text "#5: GIVE PEOPLE WHAT THEY WANT" is overlaid in white, bold, sans-serif font, centered within the heart and hands.

**#5:
GIVE PEOPLE WHAT THEY
WANT**

MACY'S PRODUCTS DIFFER BY REGION

SALT LAKE CITY



ATLANTA



SEATTLE



BURGER KING ADJUSTS ITS MENU

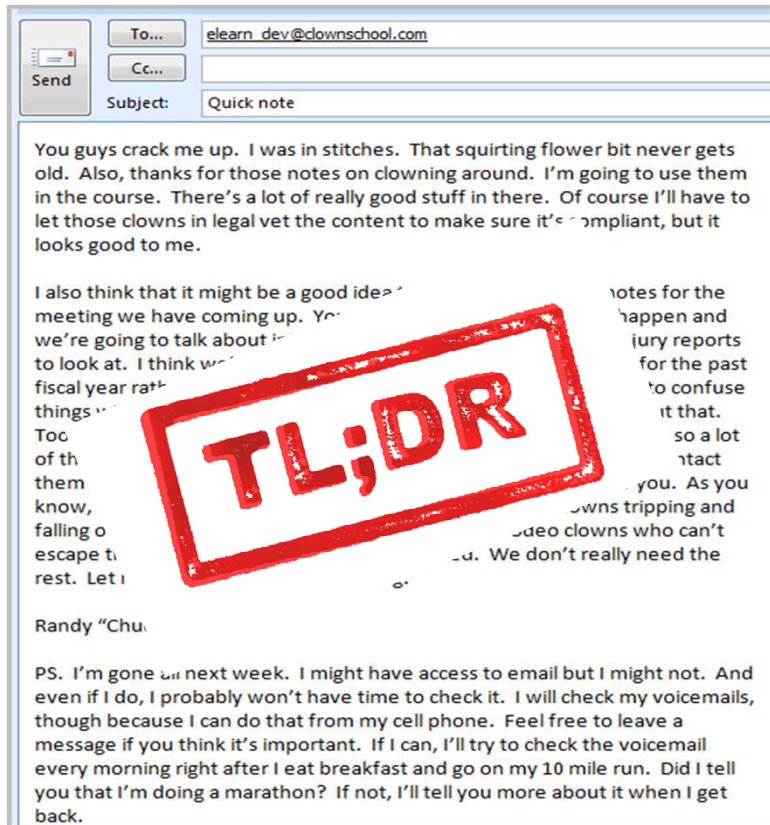
NEW YORK CITY



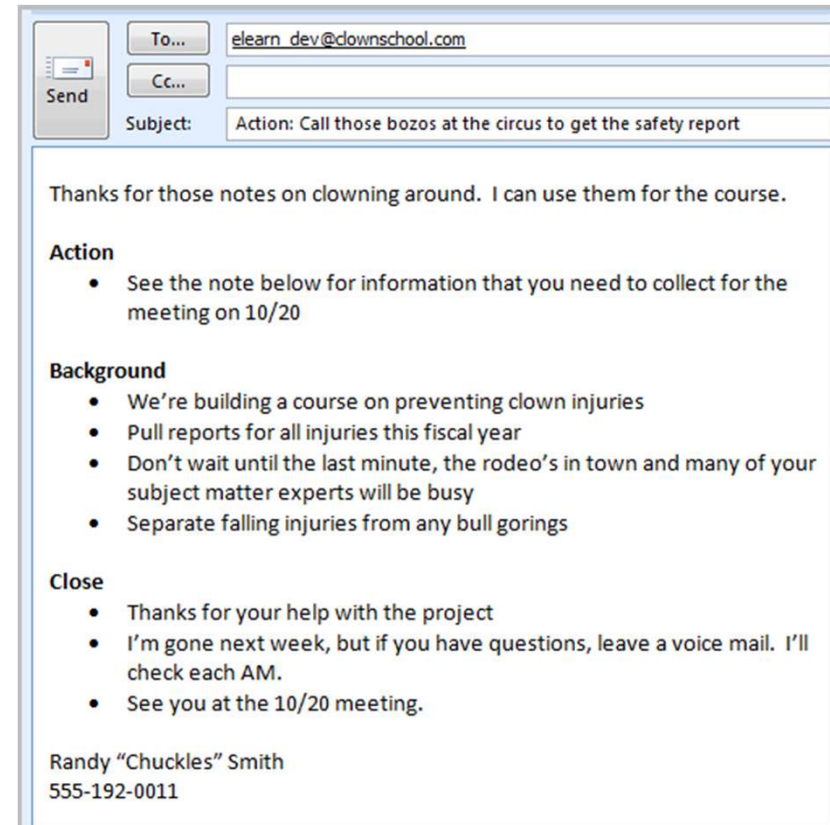
BIRMINGHAM



No One Reads Anymore – We Skim...



Before

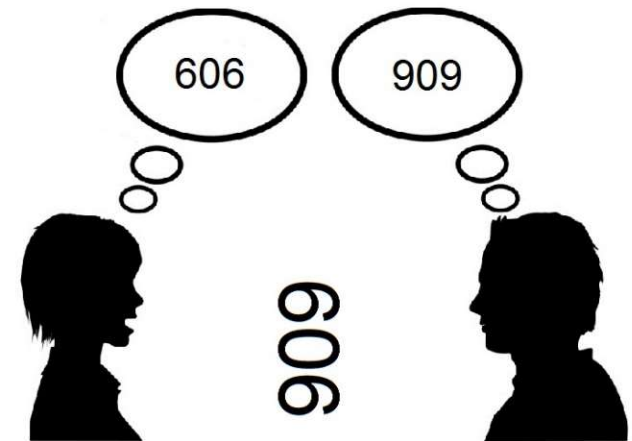


After

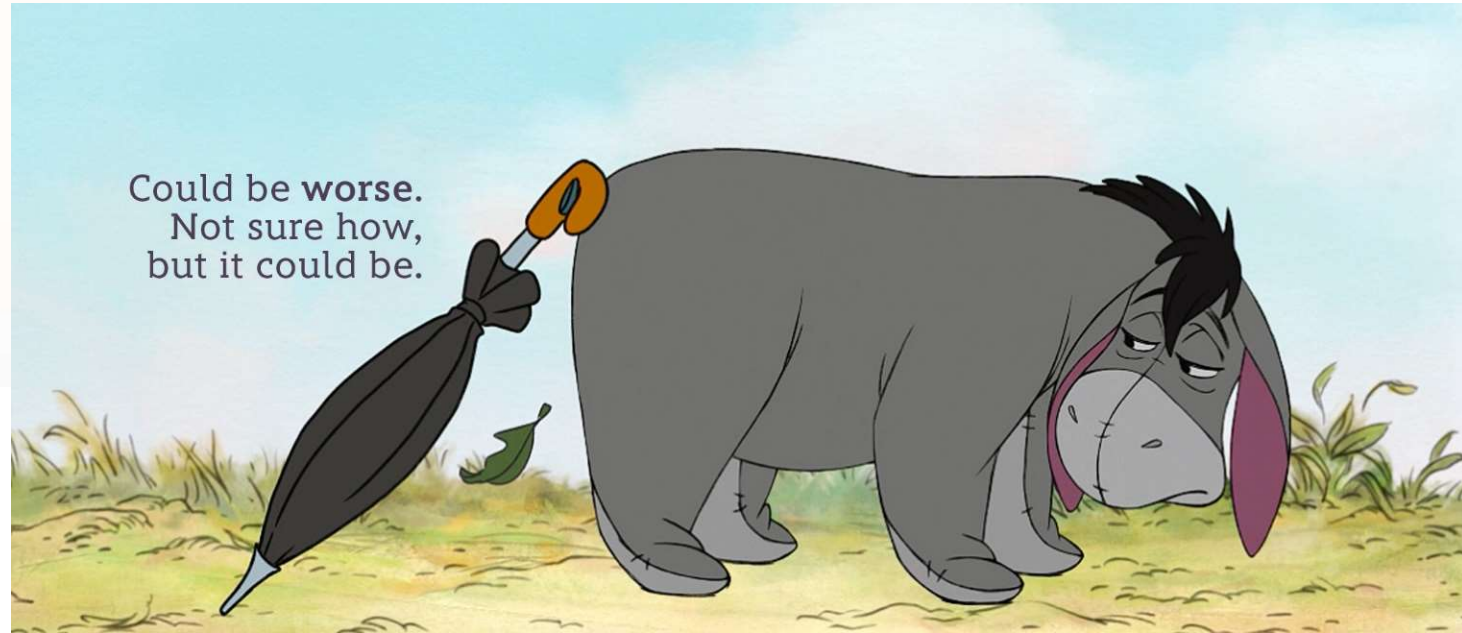
#6: AGREE TO DISAGREE

“I see it differently” is effective & disarming

- Not antagonistic
- Not judgmental or superior
- Not combative
- Not trying to win the argument or persuade



#7: TAKE THE EMOTION OUT OF IT



Liking or Disliking are Emotions

Accept that you don't have to like them - it's OK



#8: Sometimes People Are Going to Say the Wrong Thing

Out of thoughtlessness, carelessness or ignorance

Not because they're mean spirited

Amber:

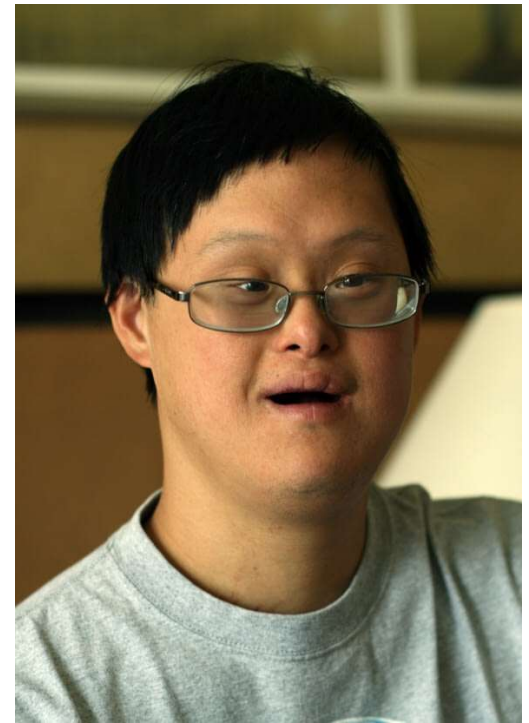
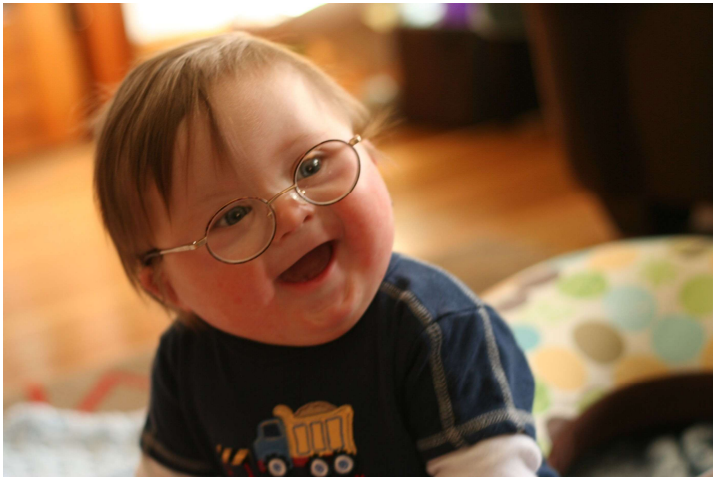
- doing a deposition in Salina, KS

Bring it back to business



Itron Engineer

“That’s the most retarded idea I’ve ever heard”





Sally and Her New Car



#9:

Use Four Magic Words

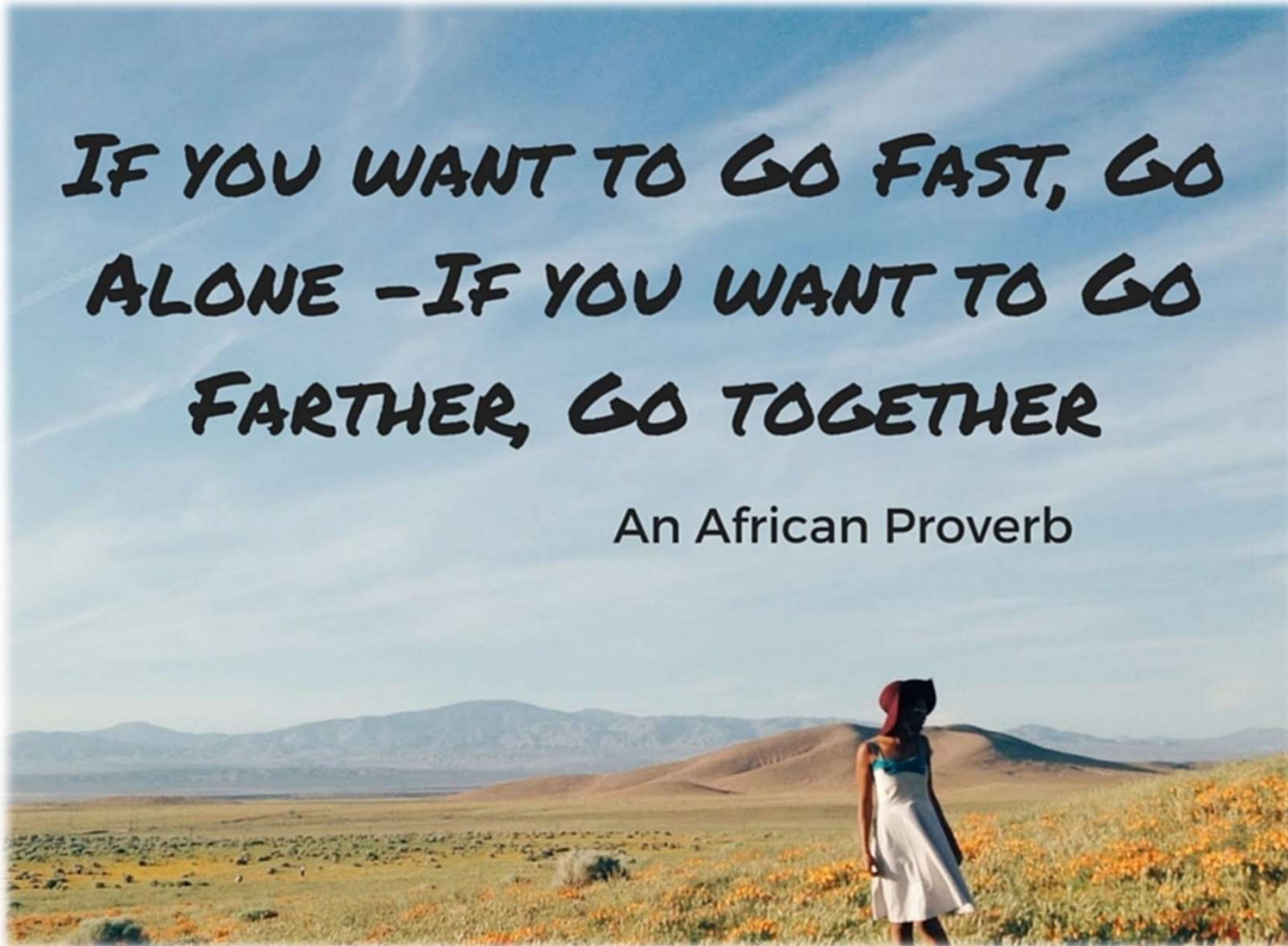
"I need your help"

5 THINGS TO DO – AND REMEMBER

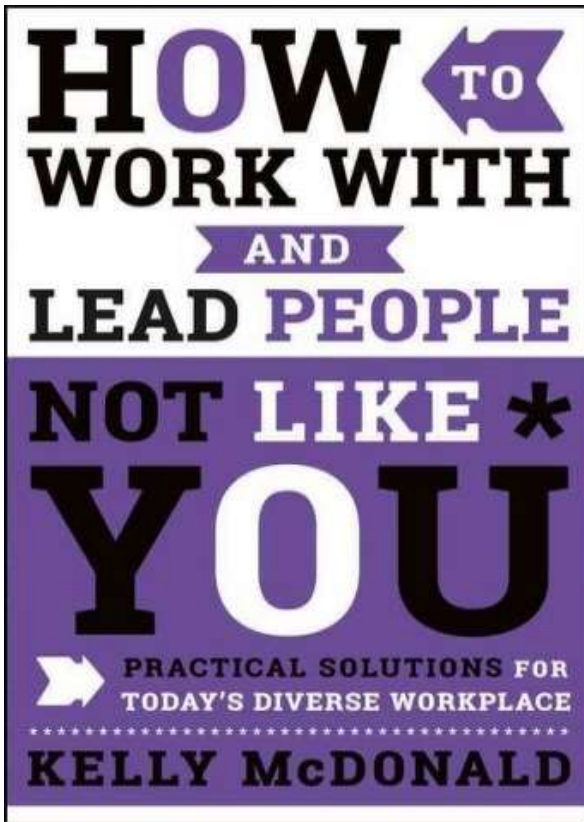
1. Expect it to feel awkward when working with someone new and different
2. Have conversations, not debates. Use *“I see it differently”*
3. Adapt to others and their differences – give people what they want
 - Women like expansive choices, men like choices narrowed to 3
4. Talk straight – use simple language. Especially when it’s a tough conversation.
5. Use *“I need your help”*

**IF YOU WANT TO GO FAST, GO
ALONE -IF YOU WANT TO GO
FARTHER, GO TOGETHER**

An African Proverb



My Book Can Help



One of the
Top 10
Bestselling Business Books

Thank you!



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consumer trends, contact
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