

**A focus on cultural sensitivity:
Awareness, respect and knowledge of other cultures and cultural identities**

‘The mind, once stretched by a new idea, never returns to its original dimensions’

Ralph Waldo Emerson.

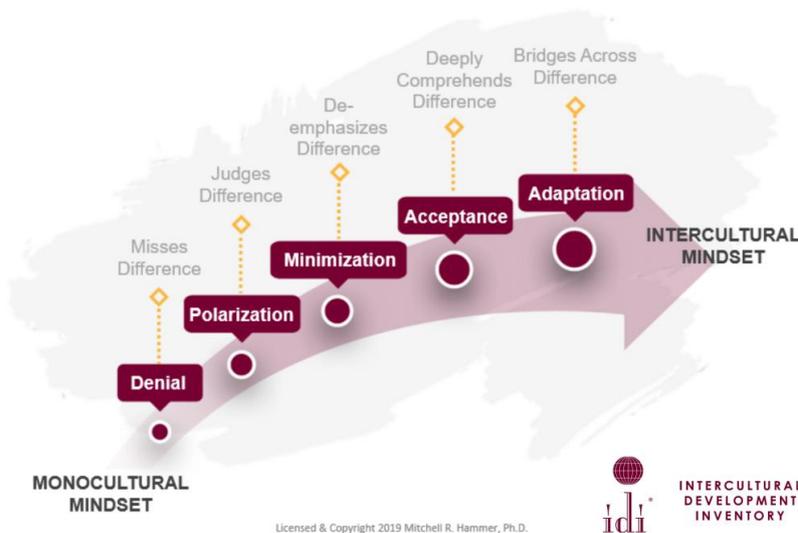
6 Principles

- 1) Cultural differences should not be viewed as a negative
- 2) Cultural sensitivity means the acquisition of and improving skills around differences
- 3) Diversity should be viewed as positive
- 4) You do need to be an expert on every culture but open to culture
- 5) The avoidance of knee jerk reactions or responses
- 6) Backgrounds, behaviours and responses may naturally differ from your own culture in the same situation

Two workshop ideas

- A. Consider the theory of intercultural sensitivity by Milton Bennett

Intercultural Development Continuum (IDC™)



- Ethnocentric stage
 - Denial – Some believe their culture is the only ‘real’ one. They interact in homogenous groups and tend to stereotype
 - Defence – They recognise differences but see them as negative. Their culture is seen as the most developed and the best one.
 - Minimisation – They are unaware that they are projecting their own cultural values. They believe that being aware is enough.

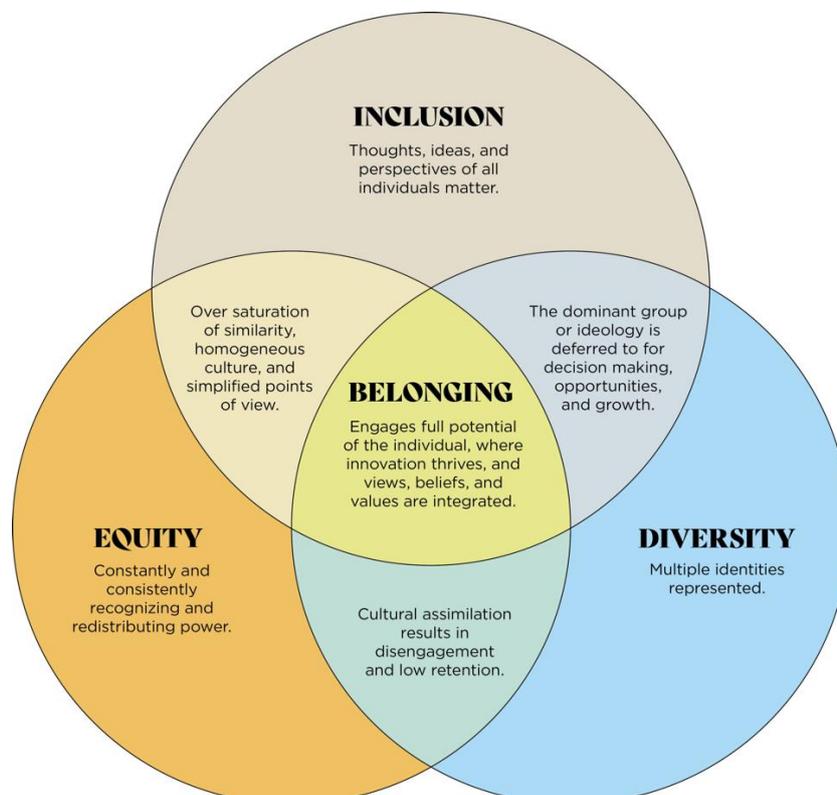
- Ethnorelative stage
 - Acceptance – An understanding that different behaviours can have different meanings in different cultures.
 - Adaptation – Empathetic behaviour is used which follows the norms of another culture they interact with.
 - Integration – People are able to shift their behaviour between cultures but remain genuine.

B. Consider the following Facts about diversity

“We have become not a melting pot but a beautiful mosaic. Different people, different beliefs, different yearnings, different hopes, different dreams.” Jimmy Carter

- Increase in racial diversity by one standard deviation increased productivity by > 25% in healthcare (Prof Chad Sparber)
- 43% of companies in a Fortune 500 (Dec 2017) were founded or co-founded by immigrants or their children
- 2012 Global entrepreneurship monitor showed higher activity amongst immigrants vs natives
- Those who study abroad have an increase 17% in ideas
- Diverse workforce is linked to good patient care (Dawson 2009, West 2013)
- Companies in the top quartile for ethnic diversity are 33% more likely to have industry leading profitability

Diversity/Inclusion/Equity > belonging



<https://medium.com/@alexmichaelfogleman/the-power-in-cultural-diversity-9a527c74964b>

Useful resources

- <https://www.gmc-uk.org/news/news-archive/gmc-targets-elimination-of-disproportionate-complaints-and-training-inequalities>
- <https://consultseuss.com/power-cultural-diversity-in-the-workplace/>
- <https://ideas.bkconnection.com/diversity-strength-the-power-of-multiple-points-of-view>
- https://www.ted.com/talks/janet_stovall_how_to_get_serious_about_diversity_and_inclusion_in_the_workplace/transcript?language=en
- https://www.ted.com/talks/rocio_lorenzo_how_diversity_makes_teams_more_innovative/transcript