

# Leveraging Diversity and Inclusion for



## Information provided by...



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Prepared by:  
Bobby Gordon  
Vice President, Client Relationships  
PRISM International, Inc.  
312 West 1<sup>st</sup> St., Suite 500  
Sanford, FL 32771  
Phone: 888.997.7476  
Fax: 407.324.0148

[bobby@prisminternational.com](mailto:bobby@prisminternational.com)



**Note: This information and our sample products are being presented for your review and evaluation. As such, it is offered for this purpose only and is to be held in confidence.**

October 6, 2014

Dear Sonia,

Seminole County's rapid changing demographics has resulted in a more racially and ethnically diverse workforce than ever before. Local business leaders are duty bound to keep your finger on the pulse on what is going on locally so that they can actually serve their community in the full capacity that they're capable of. PRISM's diversity and inclusion training courses create the space to discuss the business imperatives of diversity and inclusion in the workplace with guidelines on interacting with different personalities and cultures, and teaches area businesses to approach an ever changing diverse population with inclusion and respect.

We will provide unmatched and innovative training to local area businesses. We will bring a wealth of knowledge and experience. The methodology that we are recommending is interactive, engaging, business relevant and job specific. Our customized curriculum will make a strong connection between diversity, inclusion, business results and their role as community leaders.

Some of the benefits attendees will gain or enhance:

- Articulate the business implications for diversity and inclusion
- Tie diversity and inclusion to your organization's business issues
- Confidently and competently discuss your organization's diversity and inclusion strategy and process
- Challenge stereotypical behavior in a timely manner
- Decrease limiting blind spots
- Manage internal filters to insure they are not externalized through words and actions
- Ability to compare and contrast a variety of cultures
- Ability to respectfully work with a broader range of cultures
- Eliminate assumptions and judgments based on cultural differences
- Discuss culturally different behaviors without using discounting or judgmental words
- Ability to adapt leadership style to meet business objectives when working across cultures with employees or clients
- Ability to communicate in a more inclusive, culturally appropriate way (verbal and non-verbal)
- Reinforce positive, inclusive behaviors
- Understand the consequences of the impact of behavioral choices when working with employees
- Enable leaders to assess their strengths and areas of opportunities within the workplace culture they are creating
- Creates an action plan for improvements
- Utilize tools provided to address diversity related issues
- Ability to approach and resolve conflict positively

PRISM is more than a company or consulting firm. While we have programs and processes that meet your specifications, we also have people who have a passion for leveraging diversity and inclusion. Our dedicated group of knowledgeable, skilled and multicultural practitioners has real world business experience that will make this initiative practical, meaningful and relevant. Our people, passion, process and products enable us to successfully meet your goals and timelines. With PRISM as your partner, we will be dedicated to working with you side by side to make a difference.

Again, we thank you for the opportunity to provide this information for your consideration. We look forward to rolling up our sleeves and getting started.

Sincerely,



Linda Stokes  
President and CEO  
PRISM International, Inc.



Bobby Gordon  
Vice President, Client Relationships  
PRISM International, Inc.

Our recommendation for Seminole County Business Leaders –

Providing Outstanding Service Across Cultures & Languages is our training program that builds on existing customer service and/or culture competencies. It provides a comprehensive approach to increasing knowledge, confidence and skills. Each program module is tied to your organization's business realities and includes concepts, tools, practice and application assignments. By combining culture, language, and customer service, this critical "next step" training enables businesses to provide exceptional service to your customer population – the ones who speak their language and share similar customs and expectations and those who don't.

This training program will enable participants to:

- Gain an understanding of culture and its impact on diverse customers and customer service interactions
- Build skills for communicating effectively across cultural and language differences
- Develop skills and strategies in order to flexibly adapt their styles to meet local population and customer needs

**In this 4-hour session participants will:**

- Understand ways culture influences us and customers

Examples:           How we greet each other?  
                          What is embarrassing?

- Learn the process of speaking and listening across languages which will assist them in greeting customers and establishing rapport

Examples:           By avoiding using idioms or slang  
                          By using a voice tone that communicates care and respect

- Understand Common Language Difficulties

Examples:           By listening to the whole message  
                          By not becoming frustrated when there are difficulties

- Practice Steps for More Effective Cross-Cultural Customer Service

Examples:           Pause and describe the behavior without judgment  
                          By adapting your response to enhance relationships

- *Practice using the Service Response Cycle*

Example:           Use a process to anticipate and build skills for meeting varying customer needs

Our recommendation for Seminole County Business Leaders –

### **Creating and Maintaining a Harassment-Free Workplace**

PRISM 's harassment prevention program is structured to be an affirmative defense for litigation. The program focuses both on the legal aspects of harassment and the skills needed to recognize, stop and prevent harassment. This program will address all types of harassment, but will focus on sexual harassment prevention.

The 4-hour program will focus on issues that are relevant to level and responsibilities and will include awareness and skill building.

#### **Workshop Goal:**

To gain awareness and skills for effectively identifying, stopping and preventing sexual harassment in the workplace.

#### **Workshop Objectives:**

- Understand the definition of harassment and associated behaviors
- Articulate why creating and maintaining a harassment-free workplace is critical to the business
- Understand and know how to apply the company's non-harassment policy
- Know and be able to demonstrate skills for effectively identifying, stopping and preventing harassing situations at work
- Know how to respond to harassing behaviors

#### **Workshop Modules:**

**Module 1 Recognizing Harassment issues and the impact** (Video and several exercises)  
This module covers definitions, terms and concepts plus the organization's non-harassment policy.

**Module 2 Identifying Harassing Behaviors and Your Role** (Behavioral Grid exercise)  
This module covers the participants' role in creating and maintaining a harassment-free workplace plus six questions for identifying potentially harassing behaviors.

**Module 3 Addressing Inappropriate Behaviors** (Scenarios for group discussion and skill practice) This module covers appropriate ways to respond to harassing behaviors and communication guidelines.



## Recommendation for ongoing training and development - Cross Cultural Xpress™

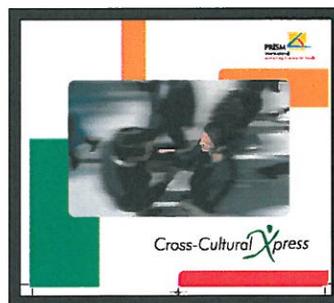
Within any organizational setting managers are the key to ensuring a cultural shift. To engage managers in an active and accountable role in the Diversity Process, we recommend that managers be equipped with *Cross Cultural Xpress™*. This is an effective follow on training tools for Providing Outstanding Service Across Cultures & Languages and Creating and Maintaining a Harassment-Free Workplace.

The curriculum will focus on the following:

The **Cross Cultural Xpress™** Series will provide twelve rich diversity conversations for Managers and Supervisors to conduct with their work teams. The Managers and Supervisors will receive a leader's kit containing the actual scripts for each conversation. Each script covers cross cultural concepts, skills and tools and turns them into discussions managers can utilize with staff during any type of team meeting. The conversation is flexibly structured so that it can be completed in approximately 10-20 minutes.

This series supports the diversity work that has already been accomplished by positioning diversity as a continuing critical business issue rather than a onetime training event. Additionally, these conversations can serve as a measure for evaluating a leader's degree of involvement in and commitment to creating an environment and team where respectful and productive relationships are expected and encouraged to meet business goals.

- What is Culture?
- Increasing Cross-Cultural Effectiveness
- Serving Customers from Other Cultures
- Cultural Collisions
- Uncovering Cross-Cultural Traps
- Bridging Cultural Gaps
- Working Across Language Differences
- Speaking Effectively Across Language Differences
- Listening Across Language Differences
- How Culture Affect Us
- Assessing Our Actions
- Post Test – Have We Closed Cultural Gaps?



*"The Xpress Series is engaging our managers in moving diversity beyond awareness within JP Morgan Chase. Managers are having the conversations and are comfortable using the Xpress Series in staff meetings -- which means around our organization we are having diversity conversations on a daily basis as a regular part of doing business. And we are getting great feedback! We believe that we are elevating our business by improving our culture."*

JP Morgan Chase

Click [HERE](#) for a Video Walkthrough

## Recommendation for ongoing training and development - Exploring Dimensions of Diversity Learning Modules

Focus Area: Diversity & Inclusion

Description: Learning about specific dimensions of diversity can occur in small discussion groups focusing on workforce and marketplace implications. Can complement existing training, or used as lunch and learn.

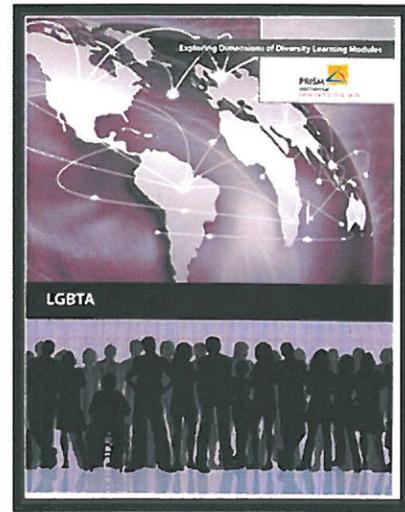
Module Goals:

Provide an opportunity for you to broaden and deepen your understanding and perspectives on various dimensions of diversity to enhance teamwork and customer service.

Dimensions include:

- Race & Ethnicity
- Differing Abilities
- Generations
- Culture & Languages
- Gender
- Military Veterans
- Religion & Spirituality
- LGBTQA

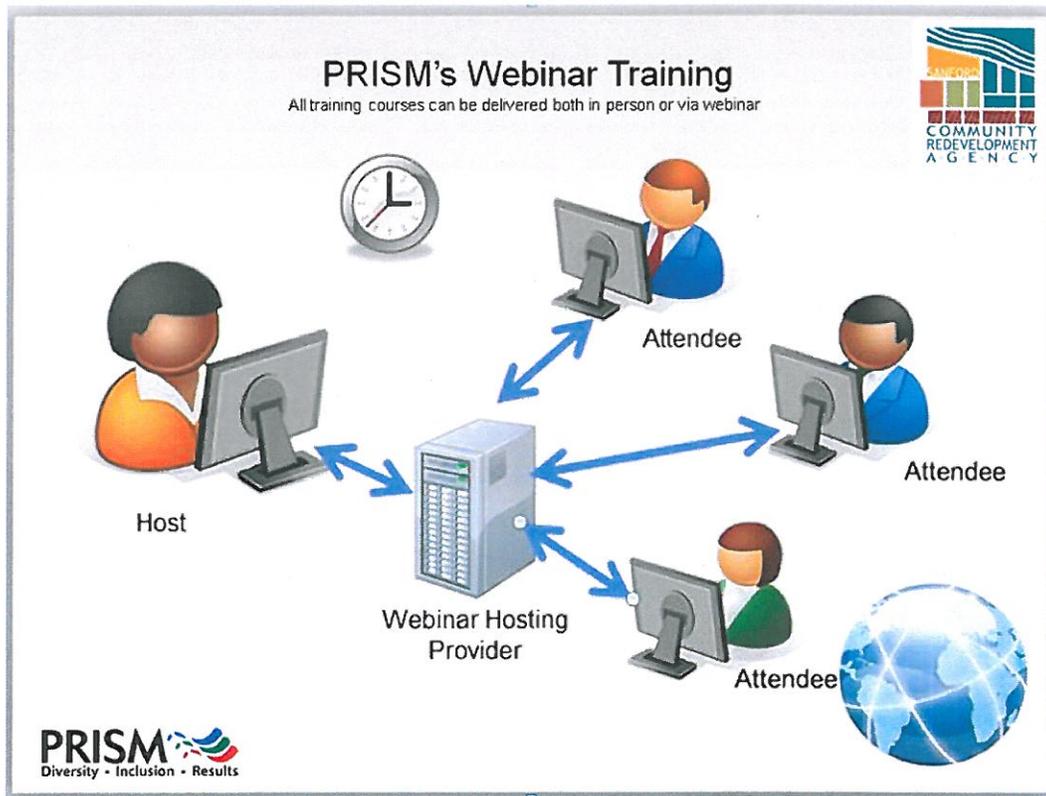
Length: 1 hour+ per module  
Audience: Business Leaders  
Leadership  
Managers  
Supervisors  
Employees



In addition to resources listed above, PRISM also provides diversity and inclusion leadership, educational and developmental opportunities at no cost for Seminole County.

PRISM hosts monthly webinars. They are facilitated by some of the sharpest minds in the country. Seminole County business leaders can tap into these webinars on a monthly basis from the convenience of their desktop or lap, and hear best practices across all companies spanning all industries in the following topic areas:

- increasing your impact through innovation
- 10 leadership principles that will increase your leadership footprint
- addressing cultural competence and how it aligns with unconscious bias
- sharpening your 5 leadership impact zones to leverage stakeholder commitment
- increasing competent health care and patient services with cultural competency



## Investment Outline

We know that investment information is an essential part of your selection criteria. We will work very hard to ensure that pricing is not a barrier to our relationship.

Pricing information:

### Providing Outstanding Services Across Cultures and Languages

Facilitator per day	\$2,500
Participant Materials \$49 each (for 25 participants)	\$1,225
Estimated Travel	<u>\$300</u>
	\$4,025

### Creating and Maintaining a Harassment-Free Workplace

Facilitator per day	\$2,500
Participant Materials \$49 each (for 25 participants)	\$1,225
Estimated Travel	<u>\$300</u>
	\$4,025

3-year License for Cross-Cultural Xpress \$10,170

3-year License for Exploring Dimension of Diversity Learning Modules \$6,780

Total: \$25,000

The services will be invoiced for the period of January – September 2015, and delivered as requested.

## Closing

Thanks for the opportunity to share with you information about our company and our recommendations for partnering on these important foundational building components of your diversity process.

With our experience and ability to deliver along with your commitment, we know that our collaboration will set the standard by which other organizations will model.

The PRISM Promise

### **We Promise....**

**Business experienced diversity professionals** to assist you in building and implementing your plan

**A comprehensive yet flexible strategic, business relevant diversity process that** assists you in improving your mission objectives

**Quality, cutting edge products and services** that will help you gain and sustain momentum

An organization of **credible, caring individuals** who will passionately assist you in connecting diversity to improved revenue

**This is our pledge and our promise**