

## HOW TO WORK WITH & LEAD PEOPLE NOT LIKE YOU

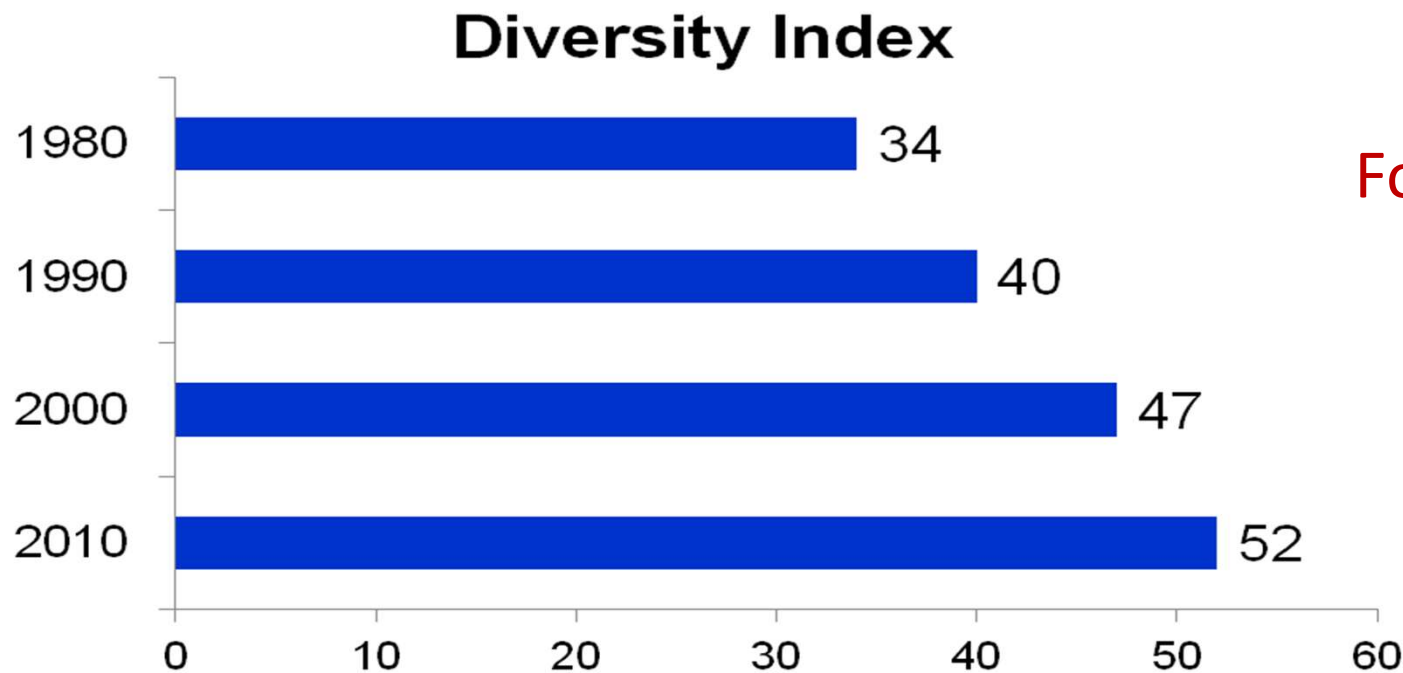


1 in 3 in the U.S. is Not White



# 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:

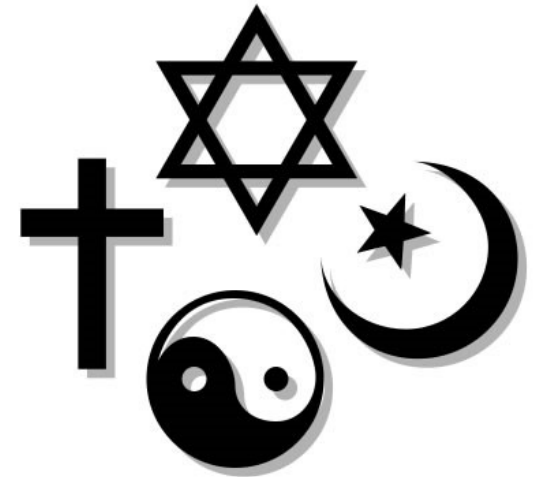
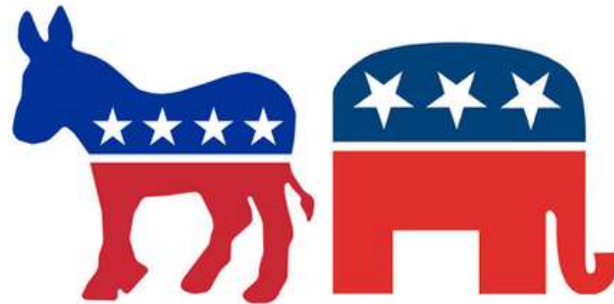
**65**

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



# NOT JUST RACIALLY & ETHNICALLY...

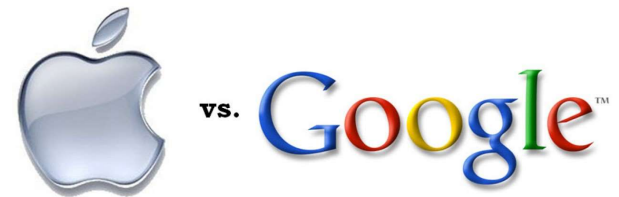
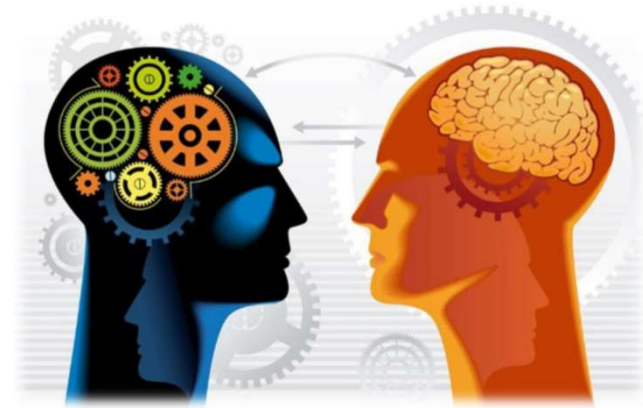
- Politically
- Socially
- Fiscally
- Religiously





# 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

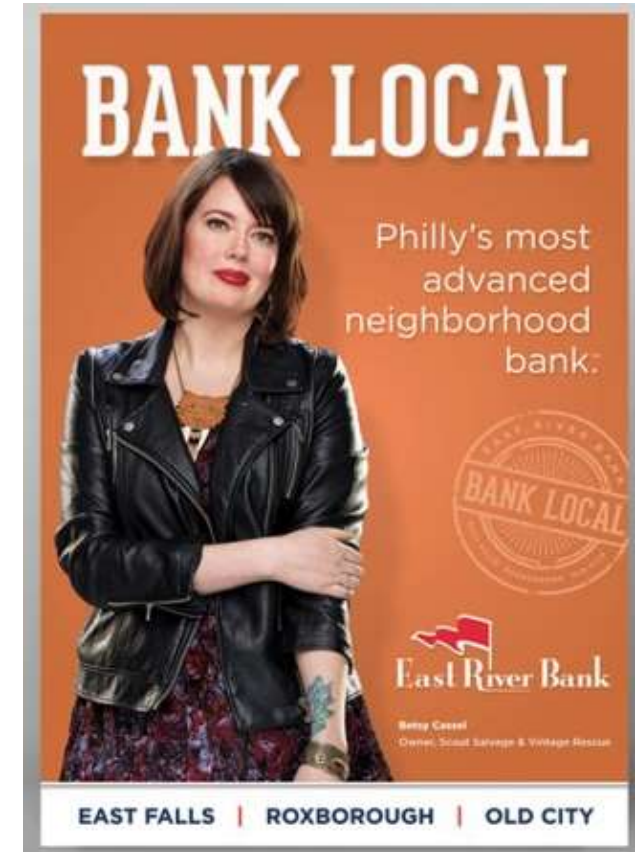


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**EAST FALLS | ROXBOROUGH | OLD CITY** **EastRiverBank.com**



**BANK LOCAL**

Philly's most  
advanced  
neighborhood  
bank.



 **East River Bank**

Betty Casol  
Owner, Scout Salvage & Vintage Boston

**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





## The 2019 Gerber Spokesbaby Marks Another First

- Kairi Yang
- Of Hmong descent



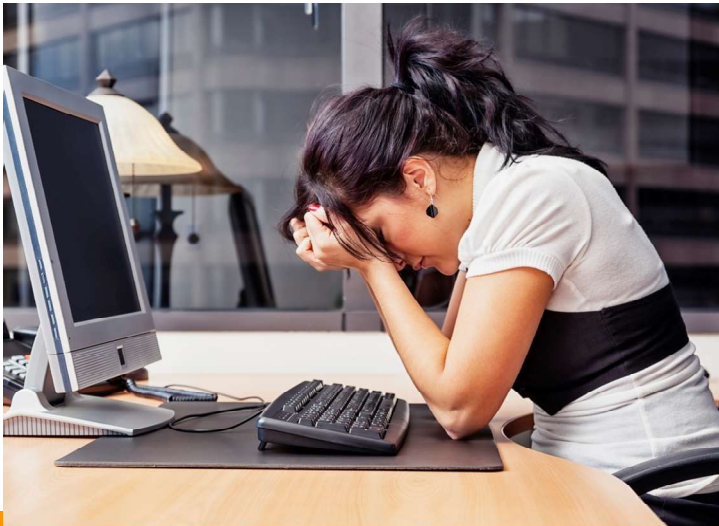
# Target Ads Feature Kids with Down Syndrome



# OUR DIFFERENCES CAN CREATE FRICTION








**DIFFERENT CAN BE  
UNCOMFORTABLE**

IN BUSINESS, IT'S NOT OK TO ADMIT THAT

**nope.**

A solid orange horizontal bar spanning the width of the slide, located 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

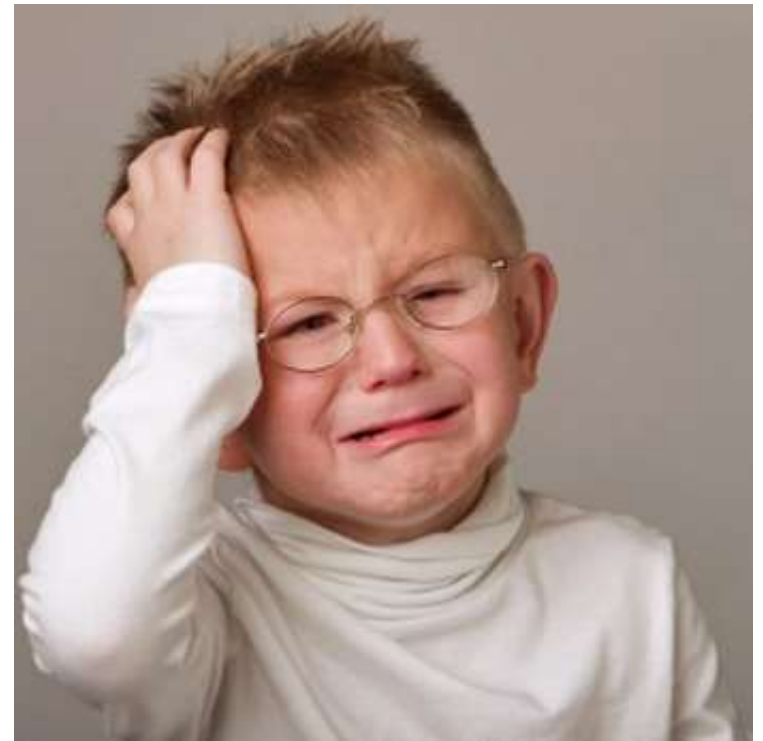
So you keep quiet

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

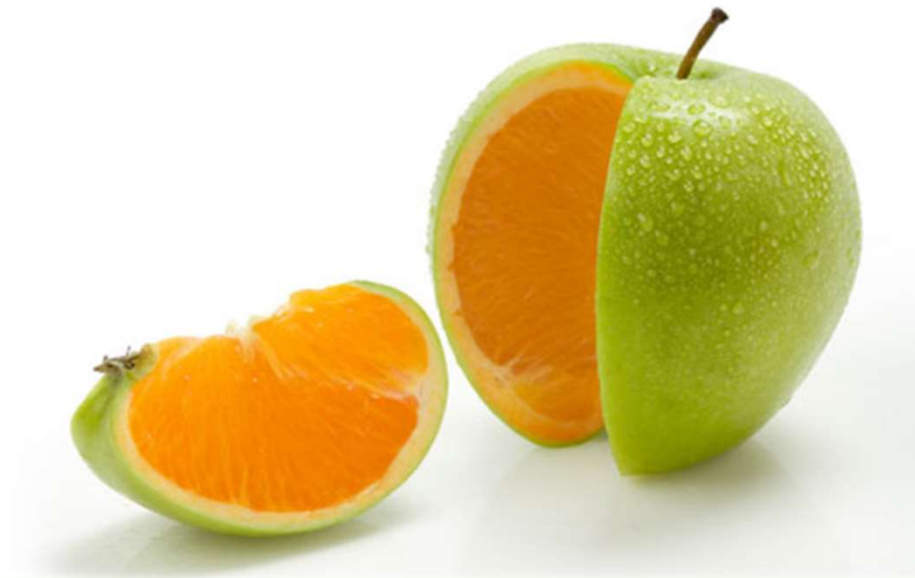
WORKING WITH DIVERSE TEAM  
MEMBERS FELT HARDER,

*but produced a better outcome*

A solid orange horizontal bar spanning the width of the slide, located at the bottom.



# 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

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- 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

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FX-FORMAT

<p><b>D610</b></p> <p>24.3 MP   1080p   100fps   1000p</p>	<p><b>NEW D750</b></p> <p>24.3 MP   1080p   100fps   1000p</p>	<p><b>D810</b></p> <p>36.3 MP   1080p   100fps   1000p</p>
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<p><b>\$80</b> 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><b>HANKOOK</b> ROADHANDLER THE ROAD IS YOURS™</p>	<p><b>\$70</b> GET</p> <p>Sears Award Card when you buy 4 Michelin tires.</p> <p><b>MICHELIN</b></p>	<p><b>\$50</b> GET</p> <p>Sears Award Card when you buy 4 BFGoodrich tires.</p> <p><b>BFGoodrich</b></p>
<p>SAVE <b>\$100</b> with service purchase of \$400 or more #40104</p>		
<p>or SAVE <b>\$50</b> with service purchase of \$250-\$399.99 #40103</p>		
<p>or SAVE <b>\$25</b> with service purchase of \$150-\$249.99 #40102</p>		
<p>• Brake service • Tire installation • Alignments • Fluid services • Steering &amp; Suspension services • Shocks &amp; Struts</p>		





#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...

To... [learn\\_dev@clownschool.com](mailto:learn_dev@clownschool.com)

Cc...

Send

Subject: Quick note

You guys crack me up. I was in stitches. That squirting flower bit never gets old. Also, thanks for those notes on clowning around. I'm going to use them in the course. There's a lot of really good stuff in there. Of course I'll have to let those clowns in legal vet the content to make sure it's compliant, but it looks good to me.

I also think that it might be a good idea for the meeting we have coming up. You and I are going to talk about it. You're going to look at. I think we should look at the fiscal year rather than the things we do. Too much of the time we're doing the same thing, know, falling off the escape table. Let's

notes for the happen and jury reports for the past to confuse it that. so a lot of contact you. As you clowns tripping and video clowns who can't do. We don't really need the

**TL;DR**

Randy "Chub"

PS. I'm gone all next week. I might have access to email but I might not. And even if I do, I probably won't have time to check it. I will check my voicemails, though because I can do that from my cell phone. Feel free to leave a message if you think it's important. If I can, I'll try to check the voicemail every morning right after I eat breakfast and go on my 10 mile run. Did I tell you that I'm doing a marathon? If not, I'll tell you more about it when I get back.

Before

The image is a screenshot of an email client window. At the top, there's a header bar with a 'Send' button on the left and fields for 'To...' (elearn\_dev@downschool.com) and 'Cc...' (empty). Below this is a 'Subject:' line with the text 'Action: Call those bozos at the circus to get the safety report'. The main body of the email starts with a paragraph: 'Thanks for those notes on clowning around. I can use them for the course.' This is followed by a section header 'Action' and a bulleted list: 'See the note below for information that you need to collect for the meeting on 10/20'. Next is a section header 'Background' and another bulleted list: 'We're building a course on preventing clown injuries', 'Pull reports for all injuries this fiscal year', 'Don't wait until the last minute, the rodeo's in town and many of your subject matter experts will be busy', and 'Separate falling injuries from any bull gorings'. Then comes a section header 'Close' and a final bulleted list: 'Thanks for your help with the project', 'I'm gone next week, but if you have questions, leave a voice mail. I'll check each AM.', and 'See you at the 10/20 meeting.' The email ends with the signature 'Randy "Chuckles" Smith' and the phone number '555-192-0011'.

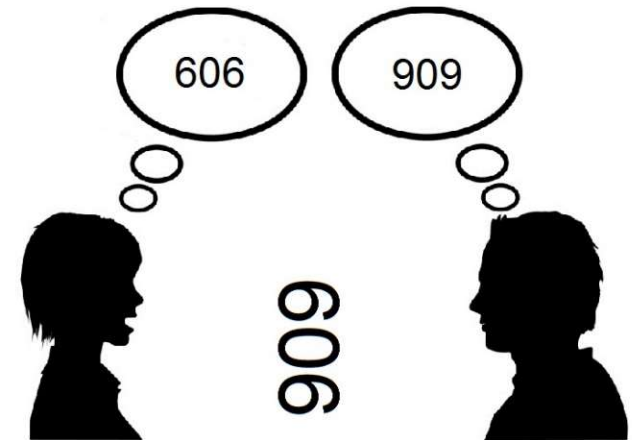
After



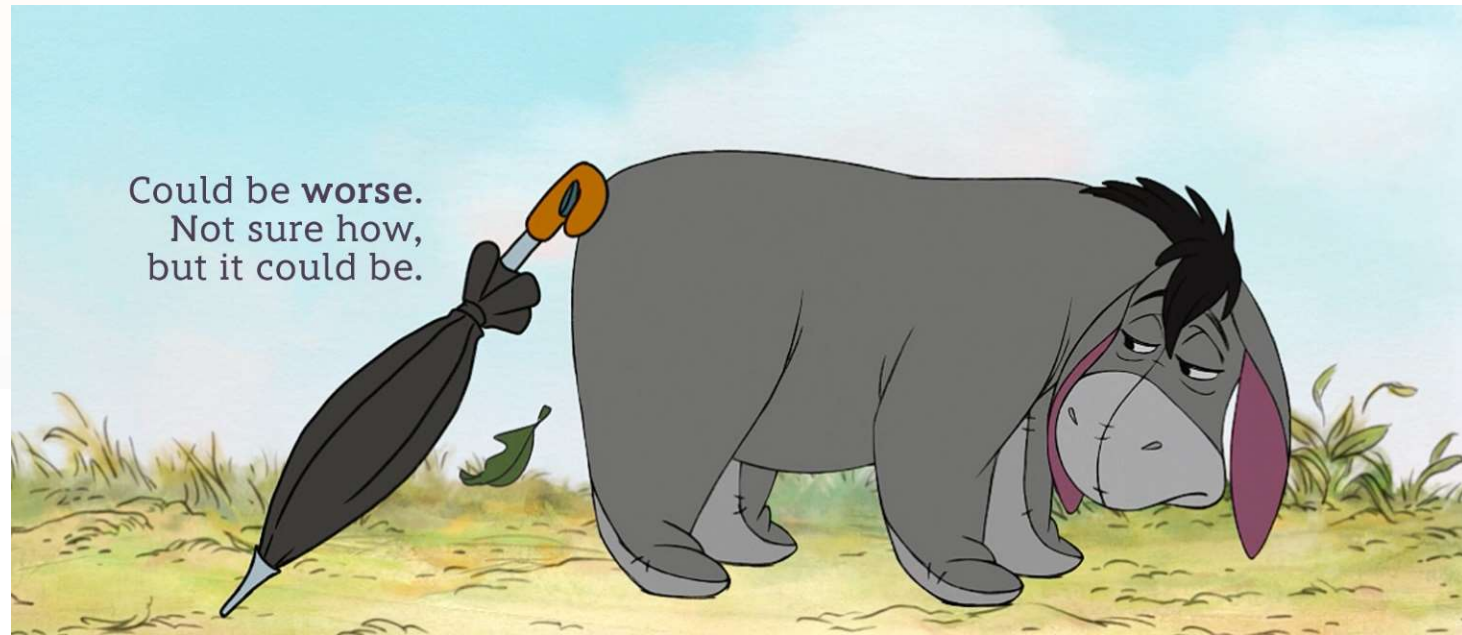
## #6: AGREE TO DISAGREE

*“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 Say the Wrong Thing

Out of thoughtlessness,  
carelessness or ignorance

Not because they're mean spirited

Amber:

- doing a deposition in Salina, KS

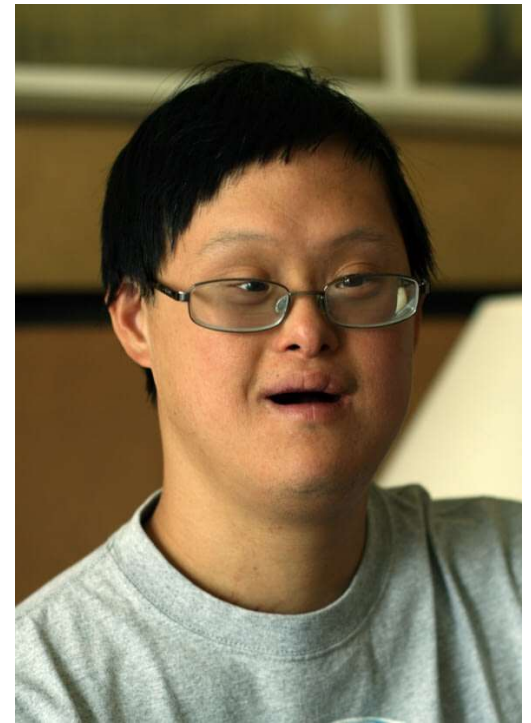
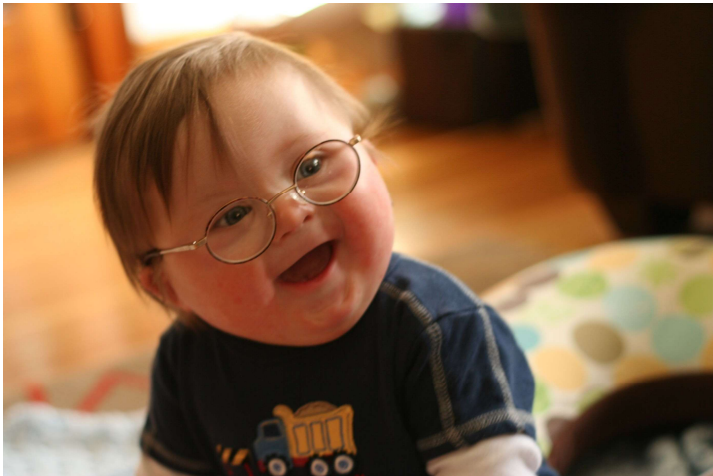
*Bring it back to business*





# Ittron 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"*

# Your Turn

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Turn to your neighbor  
and discuss **one thing**  
you learned here today  
that you can go back and  
apply to your role

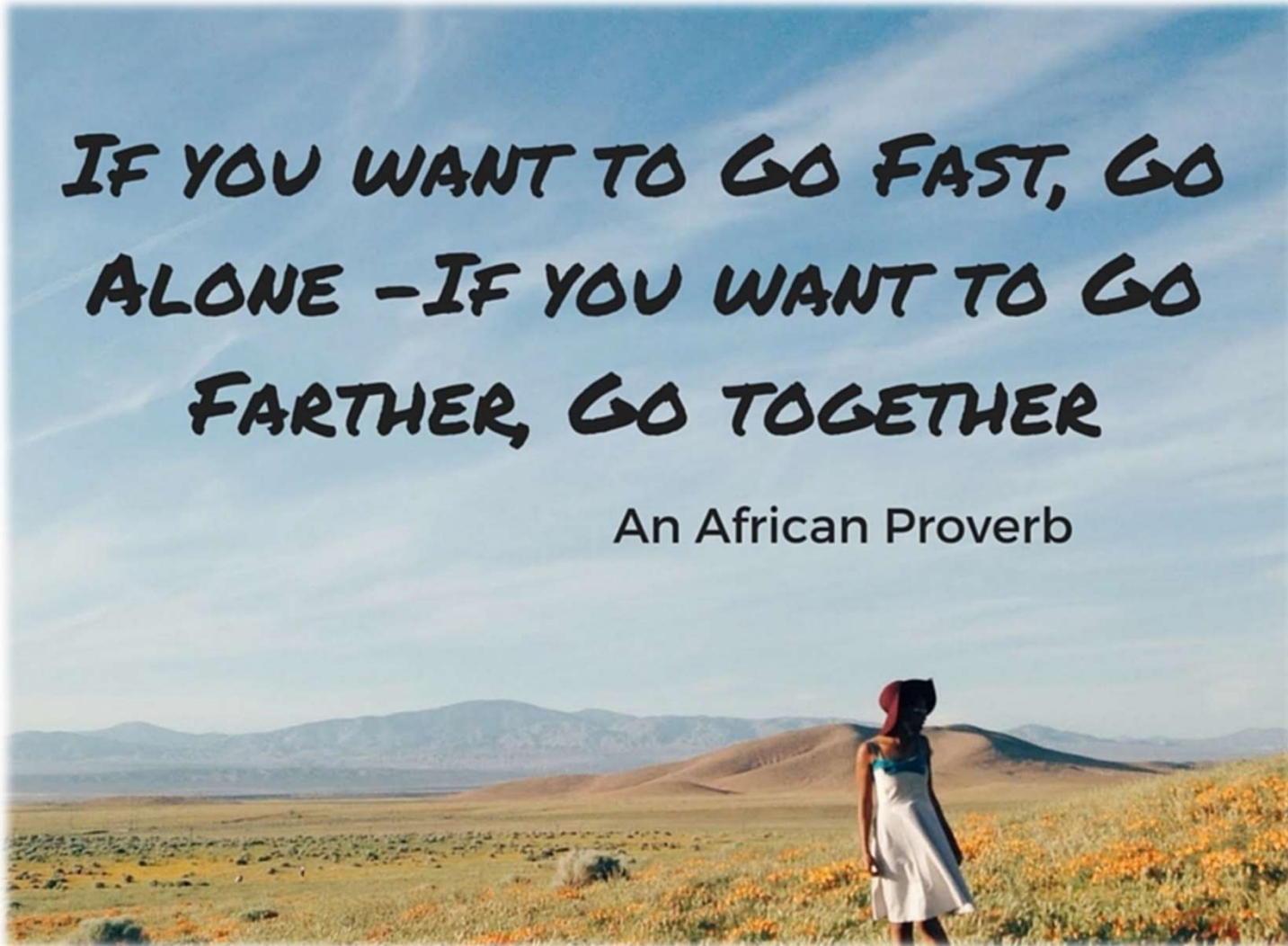


## 5 THINGS TO DO – AND REMEMBER

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”*

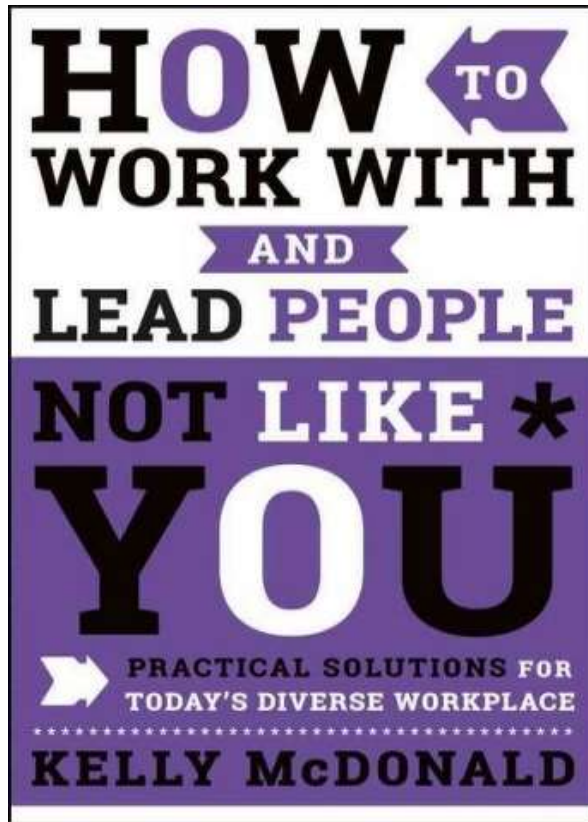
**IF YOU WANT TO GO FAST, GO  
ALONE -IF YOU WANT TO GO  
FARTHER, GO TOGETHER**

An African Proverb





## My Book Can Help



One of the  
Top 10  
Bestselling Business Books

Thank you!



For more information about  
consumer trends, contact  
Kelly McDonald at  
214-880-1717 or *[kelly@mcdonaldmarketing.com](mailto:kelly@mcdonaldmarketing.com)*

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