

# *First Impression Management, Inc.*



## *Diversity Sensitivity Training "Building Bridges to Understanding"*

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## Building Bridges to Understanding

Our increasingly diverse society is reflected in growing workforce diversity. Leading organizations acknowledge that working successfully with others who don't share the same background, beliefs or traditions is a top priority in our new workplace. Employees need help in assessing their behavior toward people who are different from themselves and they must understand the benefits of changing negative attitudes and resistance into appreciation and cooperation.

To help bridge the gap to understanding and appreciation, our diversity training modules include the *Discovering Diversity Profile*® assessment tool; which provides a safe way to explore these complex and powerful issues. The Diversity assessment tool is designed to help individuals look honestly at themselves and identify attitudes and behavior that stand in the way of teamwork. Below is an outline of the topics covered in each training module. Please note: We will include in our training program all outstanding issues your organization is struggling with.

### Modules

#### **Module 1: Introduction and How Stereotypes are Born**

- Activity: Ice Breaker
- Activity: Identify participants expectations and concerns
- Review and summary of "worst" and "best" items
- Define Diversity and why we value it
- Understanding how stereotypes can lead to ineffective communication
- Activity – List ways the nation is becoming more diverse
- Discuss – Changes and effects of diversity in our culture

### Learning Objectives

#### **Module 1: Introduction and How Stereotypes are Born**

- After completing this module, participants will be able to:
- Become acquainted with fellow participants in a way that recognizes each person's unique cultural heritage
- Identify their fears, concerns and other issues
- Identify their expectations regarding seminar content, structure and outcomes
- Define and describe the process of valuing diversity
- Identify some of the visible and invisible ways in which people differ
- Recognize and appreciate that we tend to react most strongly to visible differences
- Understanding that awareness is a "two-way" street and all cultures need to adapt

**Module 2: Diversity Affects Us All**

- Introduce Diversity Profile (if you choose to include it in your program)
- Position profile – this is not a test, it's an opportunity to examine your feelings in privacy
- Assist in interpretation of the profile
- Activity: Reactions
- Review interpretation material

**Module 3: Where do Biases and Prejudices Come From?**

- Activity: Participants discuss the profile information with a partner to explore and examine the effects of the information in the profile
- Activity: Large group discussion of Profile data (*this is a good discussion but only if the participants feel comfortable in a general discussion*)
- Review: Common reactions to new information
- Discuss: Possible actions to take based on profile data
- Summary

**Module 4: Perceptions**

- Activity: Car exercise to examine how we formed our ideas and attitudes. This activity examines how our personal identity – who we are – influences our view of those who are different from us.
- Process outcome of car activity
- Discuss – First thought (examine our biases and prejudices)
- Activity: First Thought Activity
- Discuss – Intrapersonal awareness model
- Discuss – Factors that influence our perceptions: Values, Biases, Aura, Projection
- Activity: On Being Different. This activity has participants recalling a situation where they felt different from others.

**Module 2: Diversity Affects Us All**

After completing this module, participants will be able to:

- Recognize that diversity affects and is affected by each individual
- Recognize that diversity refers to a number of dimensions, including
  - ✓ Who the individual is as a person
  - ✓ The effects of his or her culture
  - ✓ The nature of his or her relationships with others
  - ✓ His or her key insights and vision
  - ✓ How he or she achieves results

**Module 3: Where do Biases and Prejudices Come From?**

After completing this module, participants will be able to:

- Identify ways to use what they have learned in their own group or organization
- Recognize common prejudices and reactions to issues of differences
- Understand that they are NOT alone in their perceptions of differences – everyone has biases and prejudices
- Understand the communication styles of different cultures

**Module 4: Perceptions**

After completing this module, participants will be able to:

- Explore and recognize their personal biases and stereotypes
- Identify the factors that influence how they perceive others
- Identify and assess the impact of past conditioning on their current attitudes about people who are different
- Recognize and understand the levels of personal awareness
- Recognize that a true appreciation of the value of differences must be experienced at all levels



## About Us

**First Impression Management, Inc.** is nationally recognized for the quality of the customized corporate training programs it provides on Business and International Etiquette and Protocol, Business Communication, Dressing for Success, Dining Etiquette, Cross Cultural and Diversity training.

Mercedes Alfaro is President and Founder of First Impression Management, Inc. Ms. Alfaro travels throughout the United States and presents informative and up-to-date training programs to Fortune 500 companies, government agencies and Universities. As a business advisor, coach and trainer Ms. Alfaro has the practical skills and knowledge to help others create a successful business presence. Her corporate background spans more than two decades of experience working for IBM (including management, project management, customer service and training). Ms. Alfaro has traveled internationally representing IBM in European and Latin American countries.



In addition to earning a B.S. degree from the University of Delaware and graduating with Honors, Ms. Alfaro is a certified Corporate Etiquette and International Protocol Consultant. Ms. Alfaro is also trained in verbal and non-verbal communication, including Neuro Linguistic Programming (NLP).

Ms. Alfaro injects her training with real-life applications that have consistently earned her excellent feedback and increasing success with her clients. Ms. Alfaro is a member of the National Speakers Association, has published articles in numerous business publications and has appeared as an expert etiquette advisor on various television networks including: ABC, CBS, UPN and FOX stations. Ms. Alfaro has also been quoted as an expert in business etiquette in articles published by The New York Time, The Chicago Tribune, the Los Angeles Daily News and the Atlanta Journal-Constitution. Soon to be aired on SHOWTIME (September 2008) one of Ms. Alfaro's Diversity training programs.

### Our Mission

We will provide you with a creative program that inspires your employees to raise their professionalism to higher standards.

### Our Culture

We are flexible, innovative, easy to work with, hands-on, fast paced, detail oriented and fun loving.

### Our promise to you

- We take great pride in the professional quality of our work
- We are determined to achieve excellence in everything we do
- We make a concerted effort to be the best in our industry