Leveraging Diversity in Your Main Street Organization

with Tanya Bowers

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• 19 years as Diversity & Inclusion Practitioner and Organizational Development Consultant

• Experience across Multiple Sectors
  – Non-Profit Organizations, Educational Institutions, Government Agencies, and Private Sector
Goals & Objectives

• To learn about ways to leverage diversity in your Main Street organization
• To make your organization accessible and relevant to all community members
• To attach value to the diversity in your area
• To develop strategies for engaging diverse stakeholders and making your organization accessible to all communities
Agenda

• Welcome, Goals & Objectives
• What Leveraging Diversity means for my Main Street Organization
  – Diversity Definition
  – Manifestations of Diversity
• Why my MSO should Leverage Diversity
  – The Business Case for Diversity
  – Demographics & Purchasing Power
  – Team Advantage
• Assessing your MSO around Diversity
• How to Leverage Diversity
  – Main Street 4-point approach
• Last Thoughts
• Closing
  – Q&A
Tanya Bowers Theoretical Framework: Diversity Change Management

Context: A society that has yet to value equally all participants

Majority Organizations
- Develop Diversity Competency
- Integrate best practices around diversity
- Become best places to work/learn/live
- Become leaders of diversity & inclusion in their particular industries

Work with
- Identify what they need
- Obtain what they want

Targeted Diversity Groups
- Build Capacity
- Empower to realize vision for themselves
- Become valued partners
- Diversity becomes integrated into majority organizations

In the process competency has been developed

Vision: Communities, workplaces, and schools where all people can be successful
Defining Diversity

• How would you define diversity?
  – Diverse
    • Different or varied
  – Any similarity or difference that occurs when two or more people are together
    • Could also be similarities or differences between types of places
Meet Pat

Pat is under consideration for your Main Street organization’s board.

Come up with a profile which includes all the identities which might describe Pat.
Manifestations of Diversity

- Point of view
- Way of thinking
- Culture
- Hobbies
- Lifestyle
- Education
- Geographical Background
- Age & Generation
- Race
- Ethnicity
- Job, Career or Employment Status
- Income
- Socio-economic Status
- Religion
- Skill sets
- Personality
- Gender/Identity
- Sexual Orientation
- Family Status
- Language
- Citizenship or Documentation
- Nationality
- Region
- Location
- Urban, Suburban, or Rural
- Physical Appearance
- Size
- Height
- (Dis)ability
- Health Status
- Political Affiliation/Views
- Military/Veteran Status
- Residential Status
Inclusion

• Diversity is the end result...
  – Inclusion is the path

• Diversity is about the numbers
  – Inclusion is about making the numbers count

• Bringing everyone into the mix
  – Even white males
Cultural Competency

Beyond sensitivity training...

• Cultural competence is the system created by behaviors of individuals and policies of an organization in which employees [volunteers] can work effectively in cross-cultural situations.

  – Signified through:

    • Attitudes, language, communication, actions, values, beliefs, ethic perceptions
Cultural Competency

Moving from Cultural Incompetence to Cultural Competence

- Unconscious Incompetence
- Conscious Incompetence
- Conscious Competence
- Unconscious Competence
Moving from Diversity Challenged to Diversity Capable

- **Diversity Challenged**
  - “To have difficulty making quality decisions when differences, similarities, and tensions exist...”
  - “Unable to make good decisions in the midst of diversity.” (p. 109)

- **Diversity Capable**
  - “Mastering the craft of making quality decisions in spite of differences, similarities, and related tensions...
  - “We have learned to get out of our own way and make decisions that allow us to advance our own goals and those of our organization...
  - “We learn to make quality decisions even though we may remain uncomfortable with certain components of the diversity mix that is present in our environment.” (p. 114)

How is Diversity relevant to your MSO?

• Turn to someone sitting next to you.
• Talk about the ways Diversity is relevant to your organization.
• When we return to the larger group, volunteers will share one reason.
Why organizations engage in Diversity

- It’s the “right” thing to do
- It makes business sense
- Diverse teams lead to increased productivity, creativity, and problem solving
DEMOGRAPHICS
United States Population Projections by Race & Ethnicity

Minorities will become majority by 2045
No single racial or ethnic majority by 2055

Source: U.S. Census Bureau
Oregon State Population Percentage by Race & Ethnicity

Source: US Census Bureau
Oregon State Population Percentage by Race & Ethnicity

Source: US Census Bureau

76.4% White; 23.6% People of Color
Purchasing Power

• Total personal income available, after taxes, for spending on goods and services
  – a.k.a. disposable income or buying power
# Diverse Purchasing Power

| Group                  | $$$$
|------------------------|--------
| Latinos                | $1.3T* |
| African-American       | $1.2T* |
| LGBT                   | $917B*** |
| Asian                  | $825B* |
| Native American        | $1.1B* |
| Women                  | $5-15T** |
| People with Disabilities| $175B**** |

Sources: Selig Center for Economic Growth at the University of Georgia’s Terry College of Business; Nielsen;** Witeck-Combs Communications***; U.S. Department of Labor****
Diversity Benefits Your Organization

- Diversity helps to ensure better results and products
“Diversity and independence are important because the best collective decisions are the product of disagreement and contest, not consensus or compromise.”

--James Surowiecki
Assessing Your MSO around Diversity

A diversity inventory is a tool which...

• Helps assess where an organization is with respect to diversity
  – Includes where the organization has been

• Enables organizations to strategize re: future planning
Diversity & Inclusion
SWOT Analysis

**Strengths**
What you’ve done well or how you’ve been successful

**Weaknesses**
What you could do differently or how you’ve fallen short

**Opportunities**
The work that remains (may be an extension of a weakness)

**Threats**
Often external
Multicultural Inventory

People
- Staff
- Volunteers
- Board
- Members
- Users
- Grant Recipients
- Partners
- Elected Officials
- Business Owners
- Merchants
- Customers
- Community

Programs & Processes
- Marketing Outreach
- Technical Assistance
- Products & Services
- Events
- Hours of Operation
- Publications
- Online Presence
- Social Media

Projects
Types of Historic Resources aided

Places
Diversity & Inclusion
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Assessing Your MSO around Diversity

Consider the following:

• What manifestations of diversity are represented in your organization?

• What types of diversity has your organization or area been connected to?
  – Historically and currently

• Does everyone feel included or welcome?
  – In interacting with your organization
  – At meetings
  – Through marketing and outreach
    • Website & online forums
    • Reports & plans
  – At MS stores or businesses

• Who is missing from the table?
  – Parts of the your catchment area
  – Populations or demographics

• Are your means of operation/ outreach of use or interest to them?
  – What might be more accessible?

• What gets in the way of being able to provide this?
Visioning

• At its most diverse and inclusive, how would your organization look, smell, feel, sound, and be like?
Action Planning

How do we attain this vision?

• Set goals and objectives
• Tie to strategic planning
• Charge individuals with deliverables
Finding Common Ground

• Build Trust
• Step out of Comfort Zones
• Meet People where They Are/ Meet People Half-way
• Establish Shared Value

Anwar Saleem, Executive Director
Communications Guidelines

• Inclusive language
• Taking responsibility for knowledge gaps
• Asking questions
  – Timing, tone, & trust
• Hot buttons...Invisible toes
• Oops & Ouch
• Impact vs. Intent
  – “It’s not my fault!”
  – “I didn’t mean to ....”
  – “I didn’t mean to ..., but I see how my behavior [actions, words] had this effect on you/ could have been perceived this way.
Economic Restructuring

Questions Main Street programs have to ask in their mission of supporting small business development:

• What market is this business reaching at this moment?
• What market does this business have the potential to reach?
Representing a Specific or Majority Market
Promotion: Who Doesn’t Like a Party?
All Sorts of Celebrations
Design: Additional Stories on Your Main Street
Accessible Website & Signage
Diversity: The building’s foundation
...not just the windows and the doors
Last Thoughts

• Hopefully we can assume good will
• We’re going to make mistakes
• It’s not so much about the impact of the mistakes but also about what we learn from them and how we integrate what we have learned into future behavior
Q & A

• Questions?
Closing

Please consider the following:

One question you still have

Two things you will use

Three things you learned
Thank You!!!

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