



Multi Cultural Competence
for Business Results



UNLEASH THE
POWER
OF DIVERSITY



DEBJANI MUKHERJEE BISWAS
Introducing the Five Judgements

Unleash the Power of Diversity for STEM Success
NAPE PDI CONFERENCE April 2015 Debjani Biswas
** Speaker * Author * Change Agent * STEM Advocate*

Agenda



Introduction

Why are we here today?

Paradigm Shift:

Boldly Shattering Tired Stereotypes*

Why?

* Impact * Align with Values * Energy Drain or Burst

Original Frameworks

* Diversity Foray * Singularity Dynamics * Orchid Effect

So what?

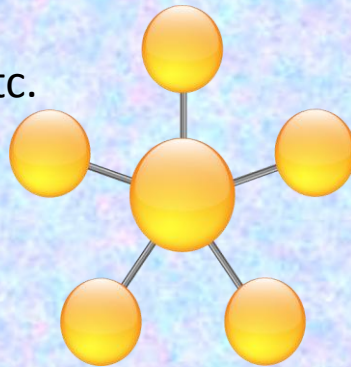
* Practical Tools for our STEM Success * How may I help?

Summary of Original Concepts



What is culture? The way you behave when no one's looking"

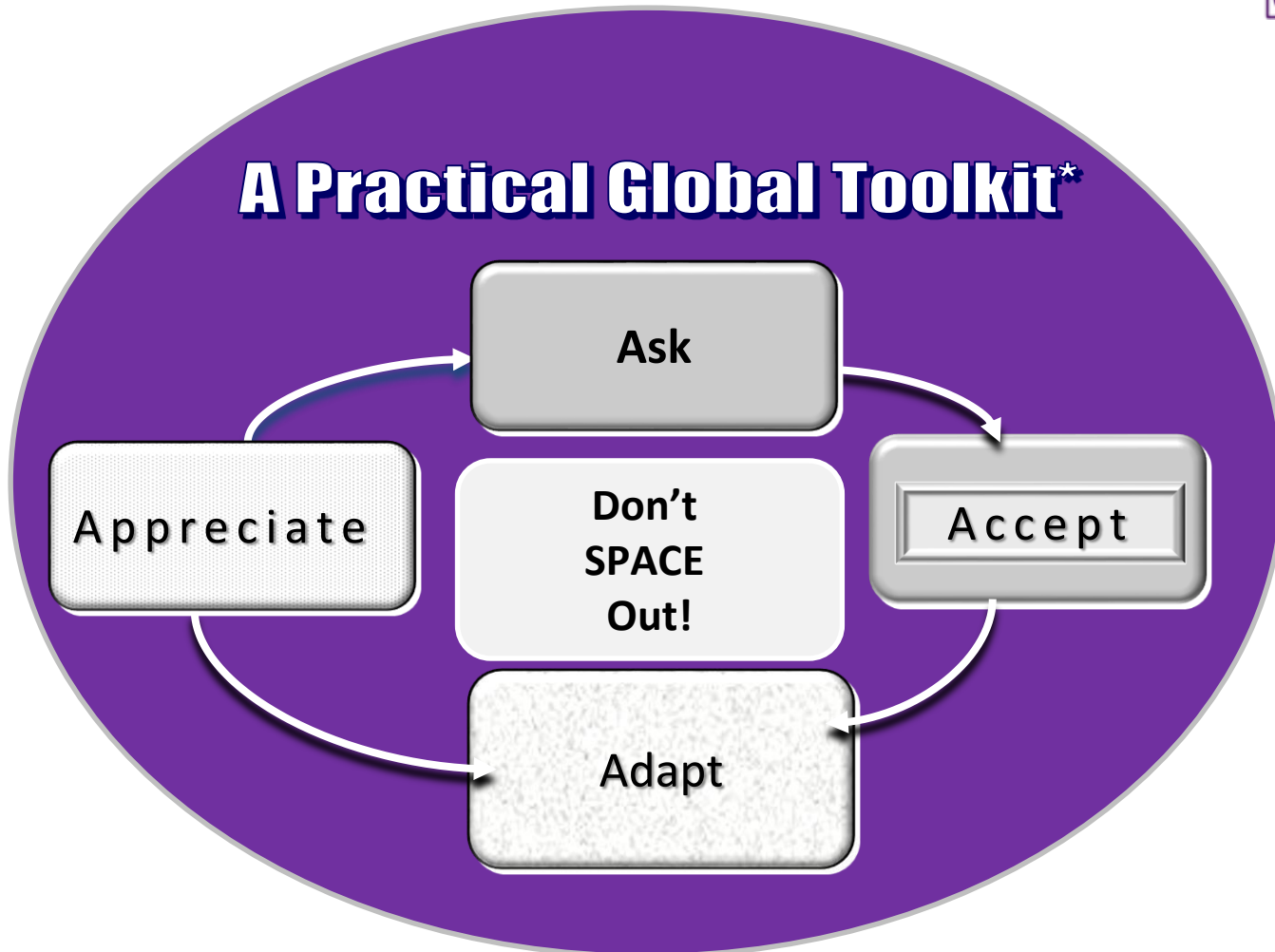
- **Singularity** dynamics occurs when the person is the only (or one of the few) representatives of that variable:
 - Ethnicity
 - Gender
 - Religion
 - Personality/Style etc.
- **Mainstream** dynamics occur when the person is in the majority for that variable.
 - The positive aspects are a feeling of comfort/ fitting in
 - The negative aspects include a tendency towards group think or the forming of cliques.



*Assess
Brand
Bias
Beliefs*



A Practical Global Toolkit*

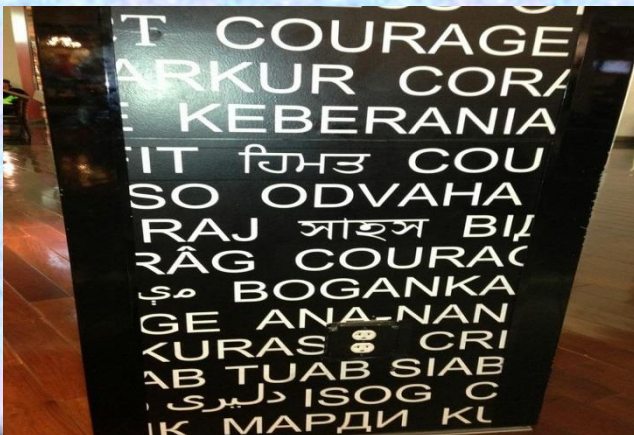


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The Diversity Foray: A Pracical Global Toolkit

DO

- ASK
- ADAPT
- ACCEPT
- APPRECIATE



DON'T

- SHUN
- PATRONIZE
- ASSUME
- CRUMBLE
- ESCALATE

The Five Judgments



Buzz

Reputational Currency

Appearance

Physical Impact

Sound

Auditory Cues

Differentiators

Distinguishing Markers

Output

Tangible Product

Summary of Original Concepts



- **A Diversity Foray**
- **The Power Paradox**
- **The Five Judgments**
- **Singularity Dynamics**



Sources:

“Unleash the Power of Diversity” 2013 <http://amzn.to/160FcZz>

“The Power Paradox: Boldly Shattering Tired Stereotypes” 2015 TBD

“Miserably Successful No More: Unleash Your True Power” 2015 TBD

by Debjani Mukherjee Biswas



Back Up Slides

About the presenter



- **Work Experience:**
 - Texas Instruments
 - PepsiCo / Frito-Lay North America
 - Coachieve: OD consulting, executive coaching, visiting faculty and equity strategies / STEM
- **Educational Background**
 - BS Chemical Engineering
 - MBA Marketing
 - PCC (Professional Certified Coach)
 - MS Organizational Strategy and International Management
- **Multi Cultural Experience**
 - Lived or worked in Asia, America and Europe
 - Clients and Workshop participants from 23 countries
 - Currently working on second and third books
 - Miserably Successful No More on life skills and
 - A Power Paradox on gender diversity)



What causes the MISERY?

M

MATERIALISTIC

I

INCONGRUENT

S

STRESSED

E

EMPTY

R

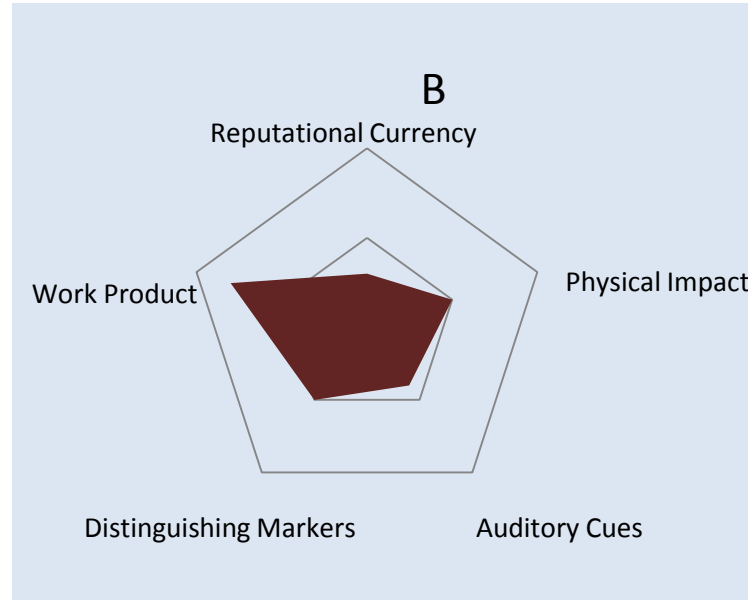
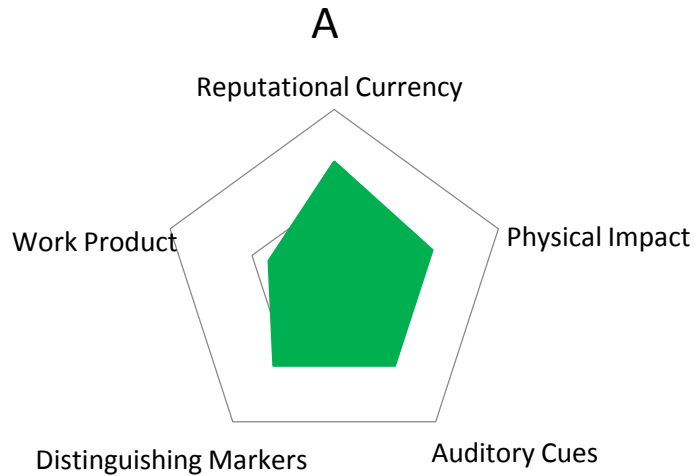
RIGHTEOUS

Y

YETI



The Hidden Costs of Bias on Professional and Personal Success



***Which person, A (left) or B (right) is more likely to be admitted or selected?
Which has a better work product or output?***

Applications: Hiring /Selection, Promotions, Cross Functional and Regional Teams/Projects, Performance and Career Development, New Hire and Current Employee Training, Leadership Effectiveness

Source: Unleash the Power of Diversity Mukherjee-Biswas 2013

“HAPPINESS IS AN INSIDE JOB”



H

HEALTH: Physical and Emotional

A

ALLIES: Selective Networks

P

PURPOSE: Vision and Clarity

P

POWER: Positive and Resilient

Y

YOURSELF: Authentic and Strong

