



Multi Cultural Competence
for Business Results

UNLEASH THE
POWER
OF DIVERSITY

DEBJANI MUKHERJEE BISWAS
Introducing the Five Judgements



About the presenter

- **Work Experience:**

- Tata Administrative Services
- Texas Instruments
- PepsiCo / Frito-Lay North America
- Currently coaching/ consulting with executives, corporations and NAPE (STEM equity)

- **Educational Background**

- 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





The Five Judgments

Buzz

Reputational Currency

Appearance

Physical Impact

Sound

Auditory Cues

Differentiators

Distinguishing Markers

Output

Work Product



Personal Brand and Stereotyping: Why is it important?

- Does being different work for you or against you?
- What is your brand, your personal presence?
- What is stereotyping?
- How does it impact success in the classroom?
- How are the Five Judgments relevant?





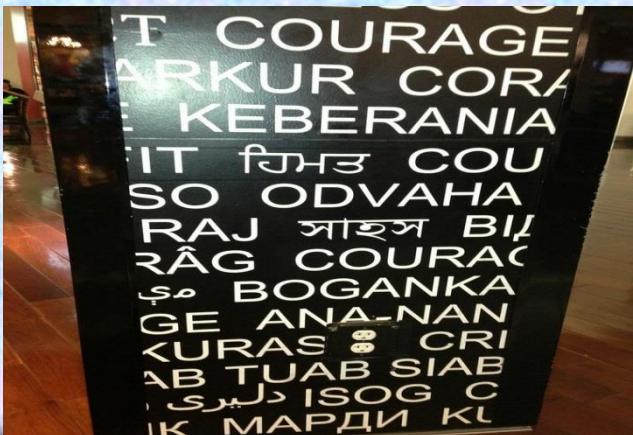
The Diversity Foray: A Pracical Global Toolkit

DO

- ASK
- ADAPT
- ACCEPT
- APPRECIATE

DON'T

- SHUN
- PATRONIZE
- ASSUME
- CRUMBLE
- ESCALATE

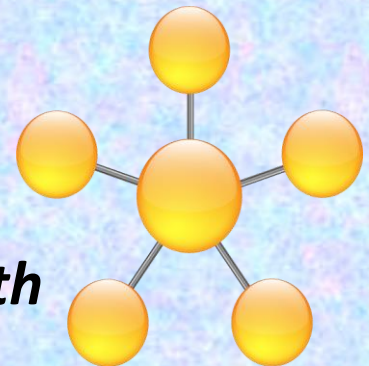




Singularity versus Mainstream Dynamics

- Singularity dynamics occurs when the person is the only (or one of the few) representatives of that variable:
 - Ethnicity
 - Gender
 - Religion
 - Sexual Orientation
 - 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.

Now we will examine the outcomes associated with S-S, M-M, S-M and M-S interactions



Summary of Original Concepts

- **Singularity versus Mainstream Dynamics**
- **Five Judgments**
- **Distinguishing Markers**
- **Diversity Foray:**
 - Ask
 - Accept
 - Adapt
 - Appreciate
- **Don't SPACE out:**
 - Shun
 - Patronize
 - Assume
 - Crumble
 - Escalate





Putting it all together

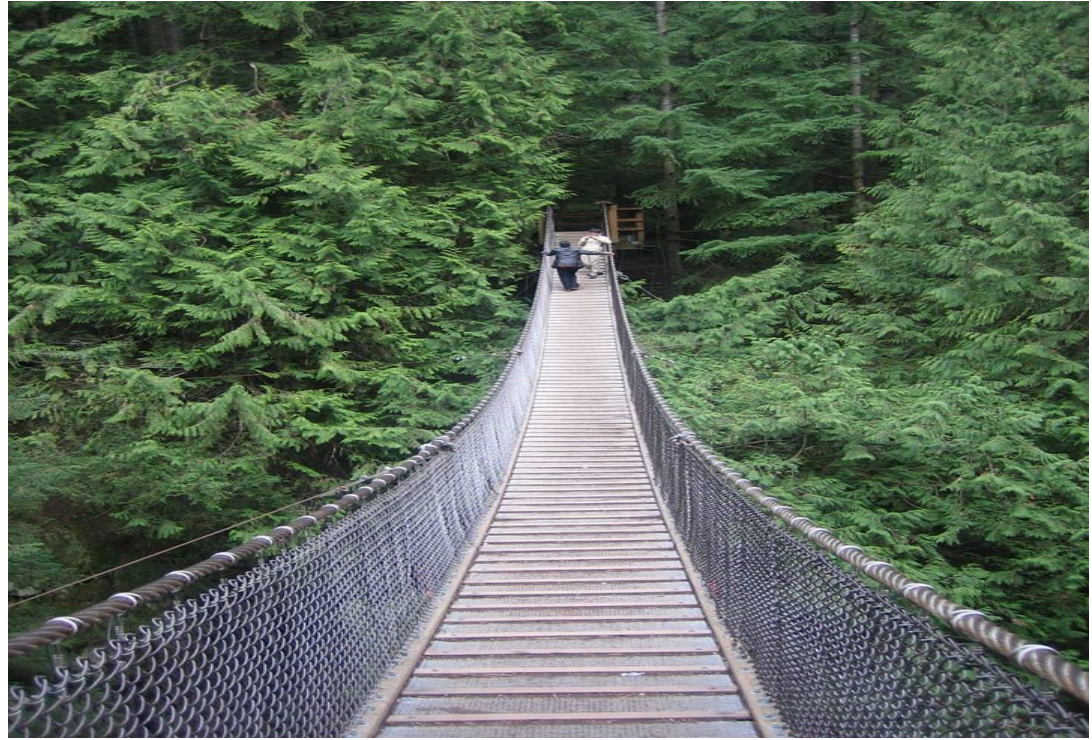
Assess Brand,
Beliefs, Biases
and Classroom
Presence

Analyze the
Five
Judgments

Identify
Singularity or
Mainstream
dynamic : is
stereotyping
occurring?

If so, interrupt
the cycle with
Emotional
Intelligence and
Resilience

Practice
effective
Diversity
Foray
techniques



“Vision is not enough, it must be combined with venture. It is not enough to stare up the steps, we must step up the stairs. - Vaclav Havel”