



FEATURE



The Culturally Proficient Organization

[By Dr. Gaby Cora]

Executive Health and Wealth News:

- The United States has become increasingly diverse in the last century. Approximately 30% of the population currently belongs to a racial or ethnic minority group. Three states are majority-minority (California, New Mexico, and Hawaii), and the District of Columbia is 72% minority. The Census Bureau projects that by the year 2100, non-Hispanic whites will make up only 40% of the U.S. population (US Census 2000).
- In the decade between 1990 and 2000, the Hispanic population increased more than four times faster than that of the total US population. Hispanics are currently the largest and fastest growing ethnic minority group in the United States (35 million representing 12.5% of the total population). This growth is expected to continue unabated; by the year 2030, an estimated 113% increase in the Hispanic population is anticipated, which is greater than four times the expected increase in the total population (US Census 2000).
- From a business perspective, future projections indicate that by 2008, women and people of color will

represent approximately 70% of the entry level in the workforce. Additionally, it is projected that between 1990 and 2007, the buying power of Hispanics/Latinos will increase by 315%, Asian-Americans' will increase by 287%, and African-Americans' will increase by 170%. Meanwhile, the buying power of the white market will increase only 112% (Selig Center for Economic Growth, 2002).

A proliferation of facts like the above beg the question: is your organization culturally proficient?

This training workshop has been designed and is conducted by our multidisciplinary team of experts. This program, facilitated in English or Spanish, is designed as an interactive, half-day or one-day workshop. It can be customized depending on your needs (e.g., healthcare organizations, pharmaceuticals, for-profit corporations, non-profit international organizations).

The workshop covers the following topics:

1. What is a culturally proficient organization?

- Assess your personal level of cultural proficiency

- Assess your organizational degree of cultural proficiency
- Openness and respect: the pillars of cultural proficiency

2. What are your customer needs from a cultural perspective?

- Assess the needs of the culturally diverse populations served by your organization.
- Assess service delivery barriers you have encountered in serving culturally diverse populations.
- Assess specific opportunities you have identified in serving culturally diverse populations.

3. Facing human conflict with a positive attitude:

- Identify the cultural factors and environmental sources of conflict in a competitive social milieu.
- Comprehensive review of strategies of how to interpret interpersonal and inter-group conflictive situations as opportunities for growth.



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- Enhance leadership through respect, recognition, and appreciation of needs. Review and practice techniques which foster a climate of excellence through positive reinforcement.

4. Create a well-integrated development plan:

- Improve your personal skills to improve your cultural proficiency.
- Improve your organizational skills to improve your cultural proficiency.
- Improve your customer-focused skills to improve your cultural proficiency.

5. Create a plan of action for the future:

- Create your plan for the future,

inclusive of your personal, organizational, and customer needs.

- Create a plan to evaluate your success on a regular basis.
- By the end of this workshop, you will have a plan in hand to enhance your cultural proficiency.



Additional corporate consulting services, individual and group executive coaching, consensus building meetings, and crisis management, are available upon request.

For a detailed description of "Is your

Organization Culturally Proficient?", please contact us directly at Wellbeing@ExecutiveHealthWealth.com or call us toll free at 1-866-762-7632.

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