WHY MOST DIVERSITY TRAININGS FAIL?

JUNE 16 @ 2 PM EDT
Diversity training has been around since 1960s.

The explosion of diversity appointed or promoted positions have increased over 63% over the last three years.

Each year over $8 billion is spent on diversity training, implicit bias training, unconscious bias training, etc.
WHY DIVERSITY TRAININGS FAIL

INTENTION VS FUNCTION = UNINTENDED OUTCOMES

INTENTION + FUNCTION = OUTCOMES
WHY DIVERSITY TRAININGS FAIL

INTENTION: To foster diversity and inclusion by making employees more aware of unconsciously believed negative stereotypes.

BELIEF: If we combat underlying biases, the organization will decrease discriminatory behaviors that play out at work and level the playing field for women and underrepresented minorities.

FUNCTION:

• **Increased biased** relationships among employees because they force “outside ideas” on the value of diversity.
• **Increased hostility** in the workplace because it is a “my job will be on the line if I don’t follow a new set of rules”
• **Declination** in the numbers of black/African American women, Asian American men and women, and there were no improvements among white women and other minorities”
WHY DIVERSITY TRAININGS FAIL

Excerpt from “Teach a Man to Fish: Training vs. Education”  
_By Daniel Burrus_

Let’s distinguish between training and education.

An ancient truism says that if you give a man a fish, you feed him for a day, and if you teach a man to fish, you feed him for life.

I’d go a step further: don’t just teach him how to catch a fish. _Educate_ him about the art and science of fishing.

Go beyond the mechanics of catching a fish and enlighten the man by explaining the biological forces underlying the key elements of fishing. Give him the big picture. Teach the reasons behind the design of the equipment. Teach him about water current, patterns in fish mating and feeding cycles, including economic and environmental trends that impact the lifecycles of fish.
WHY DIVERSITY TRAININGS FAIL

Training - skill-oriented ("it’s learning how to fish")

Education - concept-based (it’s learning to see the big picture of why and how things work together)

And, it is only with education that true breakthroughs are possible.
SPECIFIC PROBLEMS WITH DIVERSITY TRAININGS

- Diversity and inclusion can’t be learned in a day
- Legalistic training breeds resentment and resistance
- Most training is one-size-fits-all
- People don’t identify as sexist or racist
- Change is hard
REFLEXIVITY
the ability to “internally audit,” explore and examine one’s own attitudes, knowledge, and beliefs

CRITICAL CONSCIOUSNESS
the ability to recognize and analyze systems of inequality and the commitment to take action against such systems

SOCIAL AGENCY
the ability to utilize individual power and privilege to challenge the status quo
WHAT MAKES CCBD UNIQUE

Our technology-infused, gamification, immersive learning process integrates the CCBD propriety digital app for engaging and innovative sessions. In other words, we make diversity education fun!
STAY IN TOUCH!

@CCBYDESIGN