

Just one person speaking up can inspire others to do the same.

OUCH! That Stereotype Hurts **Communicating Respectfully in a Diverse World**

What do you do if someone you care about is the target of demeaning stereotypes?
What if you are being demeaned or stereotyped?

OUCH! Learning Objectives:

- Understand the impact of stereotypes and biased statements, even when casually said.
- Identify the most common reasons people sit silent in the face of bias and stereotypes.
- Enhance skills for speaking up against stereotypes without blame or guilt.

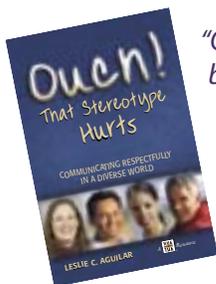
Why is OUCH! important?

Staying silent in the face of demeaning comments, stereotypes or bias allows these attitudes and behaviors to thrive. This undermines our ability to create an inclusive workplace where all employees are welcomed, treated with respect and able to do their best work. Yet, most employees and leaders who want to speak up don't know how. So, we say nothing.

"The simple act of naming a bias as such or objecting to it on the spot establishes a social atmosphere that discourages it: saying nothing serves to condone it."

Daniel Goleman
Emotional Intelligence

Based on the ground-breaking book by Leslie C. Aguilar



"OUCH shows us biased communication can be very destructive in the workplace. More importantly, it provides us with some clear, easy (in concept at least) to implement ideas to make our communication more inclusive and bias free."

Bud Bilanich
The Common Sense Guy

What does OUCH! do?

This skill-building video/DVD helps employees build the confidence and skills to speak up when they hear stereotypes or other demeaning comments. It can be used in Communication, Teamwork, Leadership, and Diversity - Inclusion training.

In a unique and powerful presentation, employees will experience the impact of stereotypical comments, explore why people don't speak up against stereotypes and learn six techniques for speaking up without blame or guilt.

The OUCH! package includes:

- 30-minute video (VHS or DVD)
 - OUCH! That Stereotype Hurts 12 min.
 - Speaking Up Activity 5 min.
 - OUCH! That Stereotype Hurts with vignettes 13 min.
- Leader's Guide and PowerPoint presentation (CD)
- 1 copy of the book, "OUCH! That Stereotype Hurts"
- 10 reminder cards with the OUCH! techniques

Purchase: \$695 Rental: \$300 Preview: Free
Closed Captioned. Spanish and English Subtitles

"Finally, a video that shows the viewer exactly how to respond in moments of diversity-related tension! No blame, no guilt, no conflict – just practical, specific skills that can be immediately applied in the workplace. OUCH! is a must-have and a must-see for anyone seeking to create and sustain a respectful workplace."

Sondra Thiederman, Ph.D.
Making Diversity Work: Seven Steps for Defeating Bias in the Workplace