



NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

DIVERSITY IN THE 21ST CENTURY **IS THERE AN APP FOR THAT?**

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EMBRACE DIVERSITY. EMBRACE SUCCESS.

DISCUSSION

- The shifting demographics and why they matter
- Leadership competencies that drive leverage and sustain success
- Why you need to concern yourself with these changes (even if you're not a leader yet)



What are the shifting demographics? Why do they matter?

- Among the key drivers of the sustainable growth and vitality of the Cable telecommunications industry are the rich—**BUT SHIFTING**—demographic and cultural components of the country and the consumers

Racial/Ethnic Group	2002 to 2014		
	Growth Percent	Population Growth	Share of Growth
Hispanic	46.8%	17,769,080	46.0%
Black (NH)	18.1%	6,017,402	15.6%
Asian (NH)	46.4%	5,328,611	13.8%
White (NH) in MC HH	40.5%	3,863,504	10.0%
Multiracial (NH)	63.2%	2,842,708	7.4%
White (NH) in White HH	1.3%	2,388,144	6.2%
Other Races (NH)	18.5%	426,311	1.1%

BUREAU OF THE CENSUS AMERICAN COMMUNITY SURVEY



Why should I concern yourself with these changes? I'm not even a leader yet!

- We're now a “knowledge” society—
knowledge of emerging technologies, of
systems, of organizations, and of cultures
- Being successful will be a function of how
adept a you are at absorbing and making
use of that knowledge

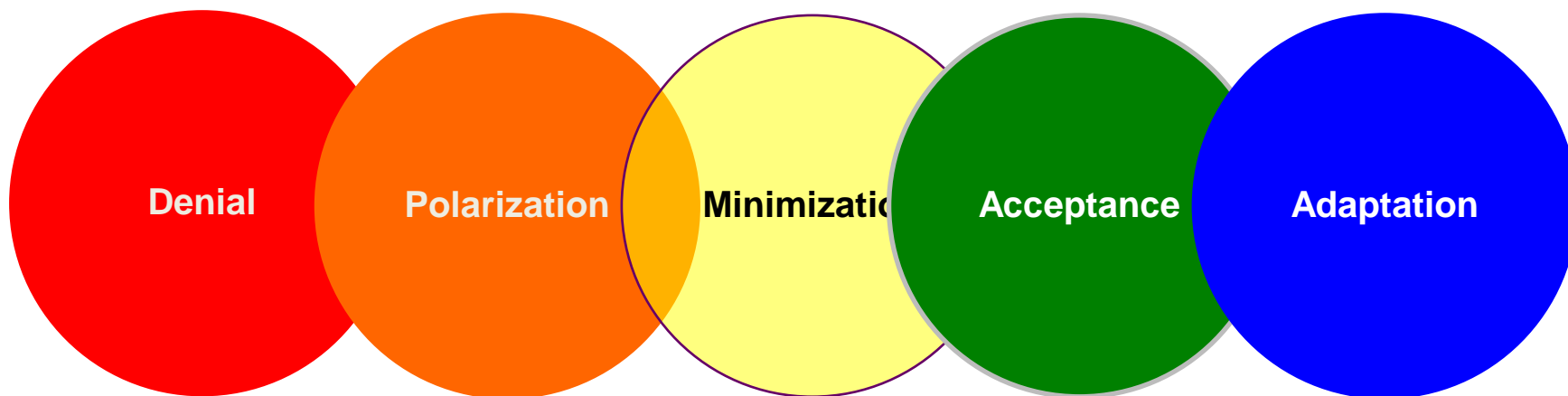


What competencies will I need produce and sustain **breakout performance**?

BIG 8 + 1

- ① PLANNING
- ② CREATIVITY
- ③ MOTIVATING OTHERS
- ④ BUILDING EFFECTIVE TEAMS
- ⑤ STRATEGIC AGILITY
- ⑥ DEALING WITH AMBIGUITY
- ⑦ INNOVATION MANAGEMENT
- ⑧ MANAGING VISION AND PURPOSE
- ⑨ **CULTURAL COMPETENCE**

PHASES OF CULTURAL COMPETENCE



As measured by the IDI Intercultural Development Inventory developed by Mitch Hammer

KNOWING & CONNECTING

YOU KNOW

YOU DON'T KNOW

I KNOW

ARENA

FACADE

I DON'T KNOW

BLIND
SPOTS

UNCONSCIOUS

JOHARI WINDOW



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EMOTIONAL INTELLIGENCE

- Self-Awareness
- Self-Management
- Social Awareness
- Relationship Management

EMOTIONAL INTELLIGENCE

- Rational control of feelings
- Openness to feedback (continuous learning)
- High capacity for resilience



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“Be elegant and supple...”

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Thank you!

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