



andre koen

recycling minds andrekoen.com

Copyright am horizons training group 2012

What were 3 assumptions you had about this group?

What is one thing you should remember about communication with this group?

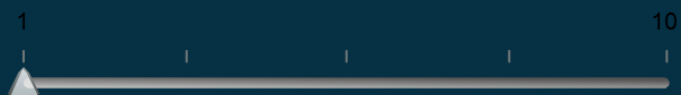
What do people of this culture want?

What might be a taboo subject that might be helpful to remember when working with this group?

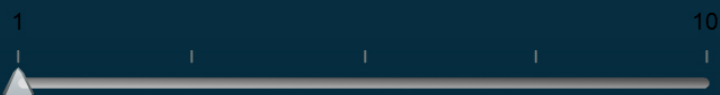
ENGAGING CHANGE

Where did you find accurate information about this group?

Parents & Family
not helpful 1 to 5 very helpful



Workplace or Employer
not helpful 1 to 5 very helpful



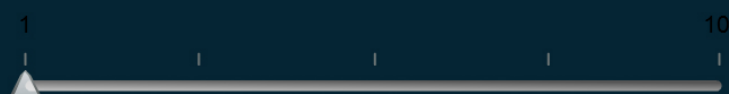
School or Educational Institutions
not helpful 1 to 5 very helpful



Faith Community
not helpful 1 to 5 very helpful



Friends
not helpful 1 to 5 very helpful



List 3 things that you learned about this group?

How will you use this information in your work?

Native Americans are a highly heterogeneous group of between 2.5 million (American Indian) and 4.3 million (mixed American Indian and other ancestries) people. Comprised of more than 500 tribes and 200 native societies, they reside primarily in metropolitan areas, with a third living on tribal lands largely in New Mexico, Arizona, Utah, North/South Dakota, and Montana. The most numerous tribes are Cherokee, Navajo, Sioux, and Chippewa. Native Americans vary widely in terms of language, family/social structure, acculturation, employment, and education level. Members of this group may self-identify as Native American, American Indian, or by tribal names.

Relationships

- **Tend to consider being in relationship with family, clan, and tribe as “the” way of being in the world.**
- **Often nurture respectful relationships through sharing.**
- **May be hesitant to trust those outside the group.**

Taboo Subjects

- **May not discuss personal matters.**
- **One should ask how person self-identifies; not assuming they consider him/herself American Indian/Native American.**

Competition vs.Cooperation

- **Tend to place great value on cooperation.**
- **May discourage individual advancement and taking oneself too seriously.**
- **Tend to be uncomfortable with competitive discussions or events.**

NATIVE AMERICANS

An estimated 42 million people of Hispanic/Latino ancestry live in the U.S. Increasingly dispersed throughout the country, they reside in the largest numbers in California, Arizona, Texas, Florida, Illinois, and New Mexico. Many Hispanic/Latinos have their origins in Central and South America, the Caribbean, and the southwestern U.S. The term Hispanic/Latino, created by the federal government, remains controversial: members of this group may self-identify as Hispanic; Hispanic/Latinos vary substantially in length of residency, level of education, occupation, socio economic status, acculturation, migration experience, and ability to speak English.

Relationships

- **Often establish business relationships based on personal interactions (personalismo) and mutual respect (respeto).**
- **Tend to expect frequent togetherness with family and community. May be devoted to maintaining ties with those back home.**

Taboo Subjects

- **Often establish business relationships based on personal interactions (personalismo) and mutual respect (respeto).**
- **Tend to expect frequent togetherness with family and community. May be devoted to maintaining ties with those back home.**

Competition vs.Cooperation

- **Often stress cooperation within family and community.**
- **May exhibit competitiveness in professional, sports settings.**

HISPANIC AMERICANS

Western Europe is a geopolitical term referring to the 14 European countries which never became Communist; it also is taken to include the United Kingdom and the Republic of Ireland, although the British and Irish do not consider themselves European per se. While Western Europeans share historical and economic ties, as well as democratic traditions, they differ linguistically and culturally. These differences are most pronounced between the Mediterranean countries of Southern Europe (Spain, Portugal, Italy, and Greece) and those north of the Alps.

Relationships

- **Generally place a high value on politeness and courtesy as means of establishing trusting business relationships.**
- **Often prefer to do business with those whom they know well.**
- **Tend to maintain ties with family, childhood friends, and business associates over many years.**

Taboo Subjects

- **Northern Europeans tend to keep business and personal life separate; Southern Europeans are more open to mixing the two, may ask about family in business setting.**
- **May be uncomfortable discussing politics or WWII.**

Competition vs.Cooperation

- **Generally value cooperation and interdependence, but hold individuals accountable for implementation and mistakes.**
- **Can be highly competitive in sports.**

W. EUROPEAN AMERICANS

The culture of Black/African Americans is shaped by their history in the United States as well as the transmission of African traditions. Black/African Americans are not a homogeneous group: their relationships, communication patterns, and work styles are conditioned by many influences, among them place of residence, religious beliefs, education, socioeconomic status, and gender.

Relationships

- **Tend to prefer to establish a personal relationship and trust before doing business.**
- **May judge others on their authenticity—“being real.””**
- **Some hesitate to trust due to past experiences of prejudice and racism.**
- **Are generally comfortable revealing emotions with family and close friends.”**

Taboo Subjects

- **Referring to “you people” is highly offensive.**
- **Referring to Black/African Americans as “articulate.”**
- **May consider talking “Black” by others insulting (not as true of young people).**

Competition vs.Cooperation

- **Tend to value cooperation and interdependence.**
- **May give importance to but not focus on deadlines.**
- **Often believe that advances can be made through hard work.**

AFRICAN AMERICANS

An estimated 3.5 million people of Arabic origin reside in the U.S. Arab Americans, who first emigrated here in the early 1800s, have their origins in 21 countries extending from North Africa to the Saudi Peninsula. The largest numbers reside in Detroit/Dearborn, Los Angeles, New York City/New Jersey, Chicago, and Washington, D.C. Highly diverse in level of acculturation, education, occupation, profession, and economic status, Arab Americans are also varied in their religious beliefs: more than half are Christian, one quarter are Muslim.

Relationships

- **Often distinguish between formal, ritualized public relationships and warm, supportive private relationships (family and close friends).**
- **Tend to build business relationships of trust through adherence to rules of social status and behavior—respect, politeness, and group solidarity.**

Taboo Subjects

- **May not ask strangers or acquaintances about private matters—household, family, or spouse.**
- **Might not discuss religion, current events (esp. Middle East), gender roles, and sex in public sphere.**

Competition vs.Cooperation

- **Tend to emphasize interdependence, cooperation between those in same family, clan, or group.**
- **At times, highly competitive with outsiders.**

ARAB AMERICANS

Native Americans are a highly heterogeneous group of between 2.5 million (American Indian) and 4.3 million (mixed American Indian and other ancestries) people. Comprised of more than 500 tribes and 200 native societies, they reside primarily in metropolitan areas, with a third living on tribal lands largely in New Mexico, Arizona, Utah, North/South Dakota, and Montana. The most numerous tribes are Cherokee, Navajo, Sioux, and Chippewa. Native Americans vary widely in terms of language, family/social structure, acculturation, employment, and education level. Members of this group may self-identify as Native American, American Indian, or by tribal names.

Relationships

- **Tend to consider being in relationship with family, clan, and tribe as “the” way of being in the world.**
- **Often nurture respectful relationships through sharing.**
- **May be hesitant to trust those outside the group.**

Taboo Subjects

- **May not discuss personal matters.**
- **One should ask how person self-identifies; not assuming they consider him/herself American Indian/Native American.**

Competition vs.Cooperation

- **Tend to place great value on cooperation.**
- **May discourage individual advancement and taking oneself too seriously.**
- **Tend to be uncomfortable with competitive discussions or events.**

NATIVE AMERICANS

Dignity and Honor in Being Human



Bigotry
Prejudice
Discrimination

Significance
Belonging
Safety

MEME:

The smallest form of thought the building blocks of culture, faith, belief and reality.

Thought____
Emotion____
Action____

B P D