



# HOW TO BE A CULTURALLY -READY, CULTURALLY-FRIENDLY EMPLOYER:

## INSIGHTS INTO YOUR DIVERSE WORKFORCE

# What is a Diverse Workforce?

- Gender
- Different racial and ethnic groups
- Different languages
- Different generations (Gen Y, Gen X, etc)
- Differing abilities (physical, mental, emotional)
- LGBTQ
- Different values
  - Work to support family, lifestyle
  - Achieve professional goals
- Different work styles
- Work experience / tenure
- Style of dress



# Your Hispanic Market Opportunity

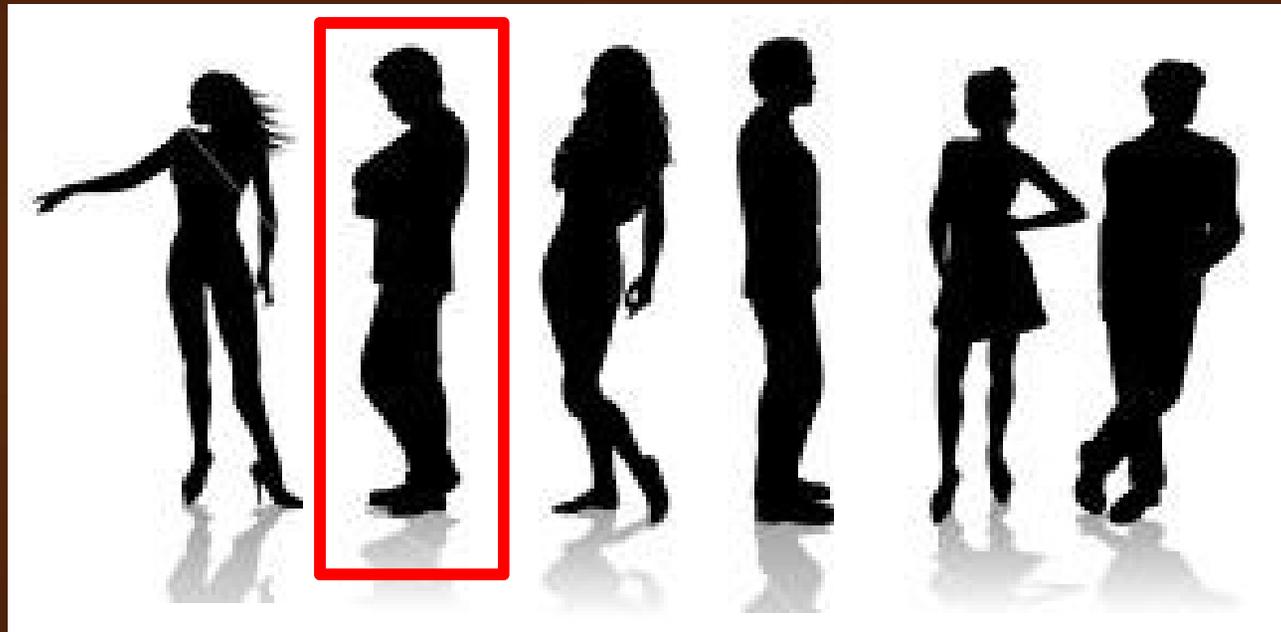
# A Country within a Country

*58.6 million Latinos in U.S.*

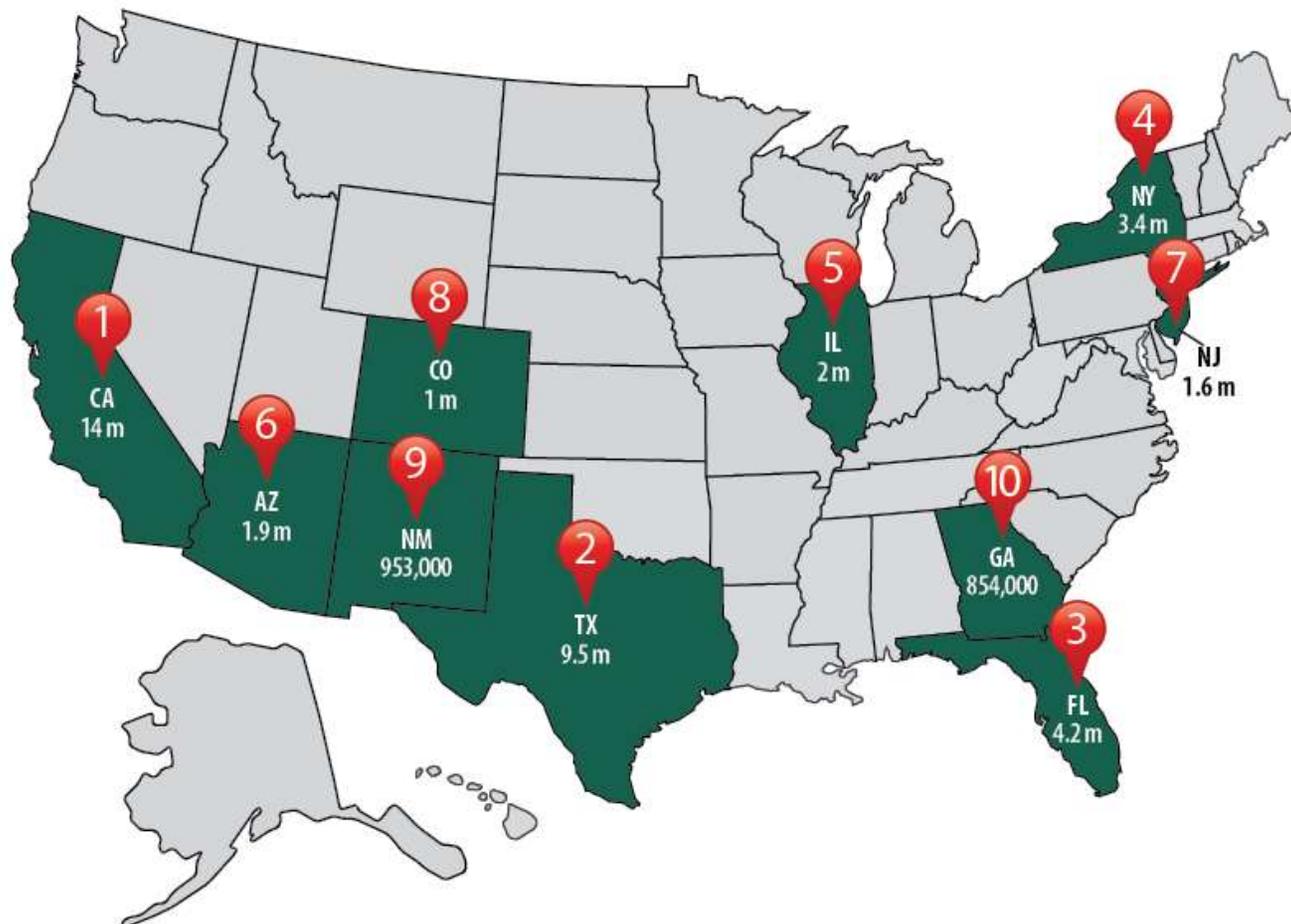
- Mexico 108.7 MM
- **U.S. 58.6 MM**
- Colombia 44.4 MM
- Spain 40.4 MM
- Argentina 40.3 MM
- Peru 28.7 MM
- Venezuela 26.0 MM
- Chile 16.3 MM

# 58.6 Million Hispanics

One in six U.S. residents is Latino



## TOP 10 States with Largest Hispanic Population

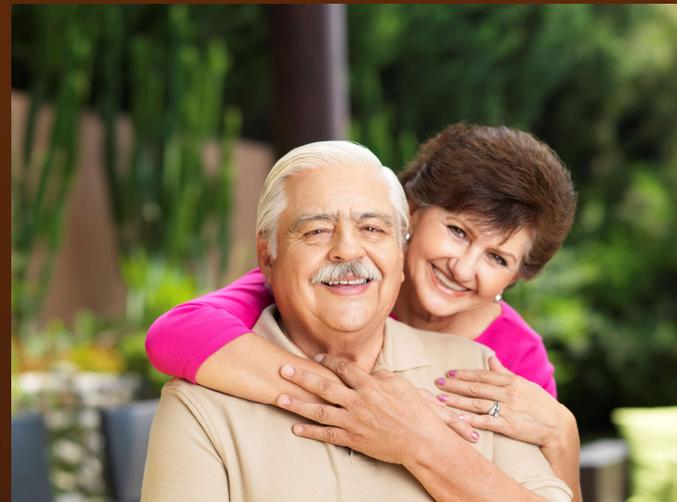


## TOP 10 States with Largest Hispanic Share of Total Population



## Not Just Population Numbers... But Age, Too

- Median age of:
  - Whites 36
  - Blacks 31
  - Hispanics 27
- Percent over 60 yrs. old:
  - Whites 38%
  - Blacks 37%
  - Hispanics 27%



# Latino Acculturation Stratification™

## UNACCULTURATED

## ACCULTURATED

### CULTURAL LOYALIST™



- Foreign Born
- Recent arrival
- Spanish dependent
- Traditional values

### CULTURAL EMBRACER™



- Foreign Born
- U.S. is home now
- Spanish preferred
- Aspirational

### CROSS CULTURER™



- U.S. Born
- First generation
- Bilingual & Bicultural
- Professional
- In touch with roots

### CULTURAL INTEGRATOR™



- U.S. Born
- 2<sup>nd</sup>, 3<sup>rd</sup> Generation
- English Preferred
- Latino Proud
- Retro-acculturation
- Influential

# #1: Educate Yourself About Your Customers & Prospects

# MetroPCS



- Franchisees from across the globe, majority are immigrant business owners
  - More than 50% are Korean
  - SOP is required reading for all associates
    - An entire chapter on Korean culture, do's & don'ts

# Educate and Train Your Associates

- It's your duty
- They don't know what they don't know



# Teach Cultural Sensitivity



“Why do you people wear those? They’re so ugly”

“That’s the most retarded idea I’ve ever heard”



# Educate Your Suppliers & Vendors

- Provide **clear instruction** on words and phrases that can potentially offend
- FireKeepers Casino
  - Native American culture
- Verizon Wireless
  - large Indian workforce



#2:  
Relieve Pain

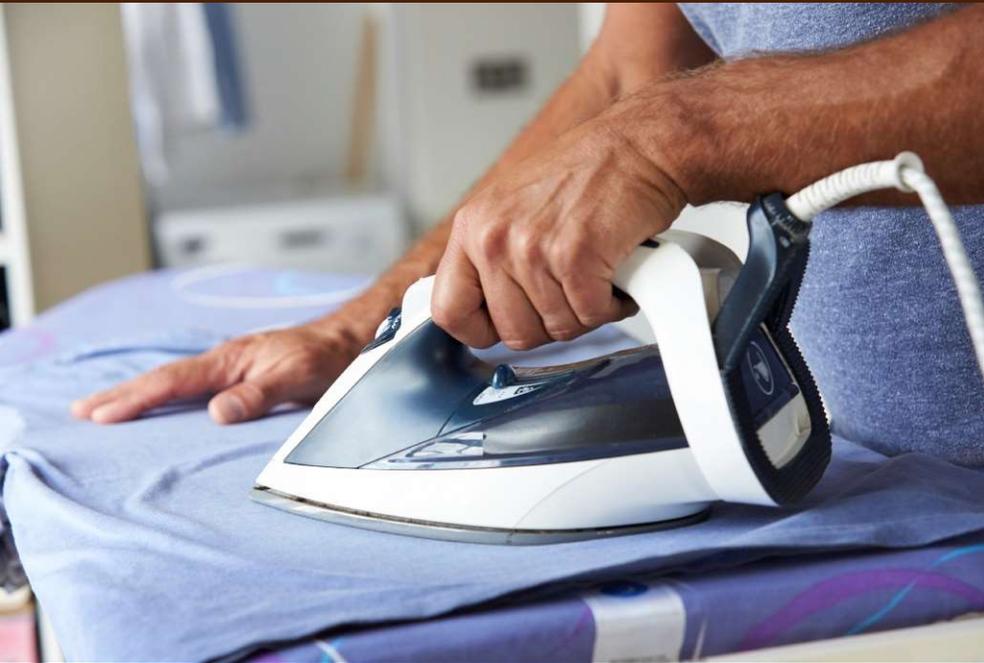


DIFFERENT CUSTOMERS CARE ABOUT DIFFERENT THINGS



WOMEN WANT  
SECURITY AND GREAT  
PERSONAL SERVICE

# MEN HATE IRONING



- OMNI HOTELS LEARNED THAT MEN HATE IRONING
- THEIR “SELECT GUEST” PROGRAM NOW OFFERS FREE IRONING OF TWO GARMENTS

# IKEA Assembly Sucks!



# How Do You Know What the Pain Points Are?

Ask!

Get Feedback from Associates

# Cultivate Your “Pilot Fish”



# Associate Feedback



## #3: FOSTER A CULTURE OF EMPATHY

- HIRE THE RIGHT PERSON – *NOT THE RESUME*
- MANY JOBS ARE TEACHABLE JOBS
- DON'T BE AFRAID TO RECRUIT FROM NEW PONDS
- ***AWESOME PEOPLE ARE AWESOME EVERYWHERE***



# THEY'RE ATTUNED TO SUBTLETIES



# Provide Solutions, Not Excuses

*“We’ll take care of it”*



## #4: Figure out Your **FAB**



# FAB Example: My Car

- Feature:
  - Bluetooth technology
- Attribute:
  - Hands-free talking
- Benefit:
  - *Safety*

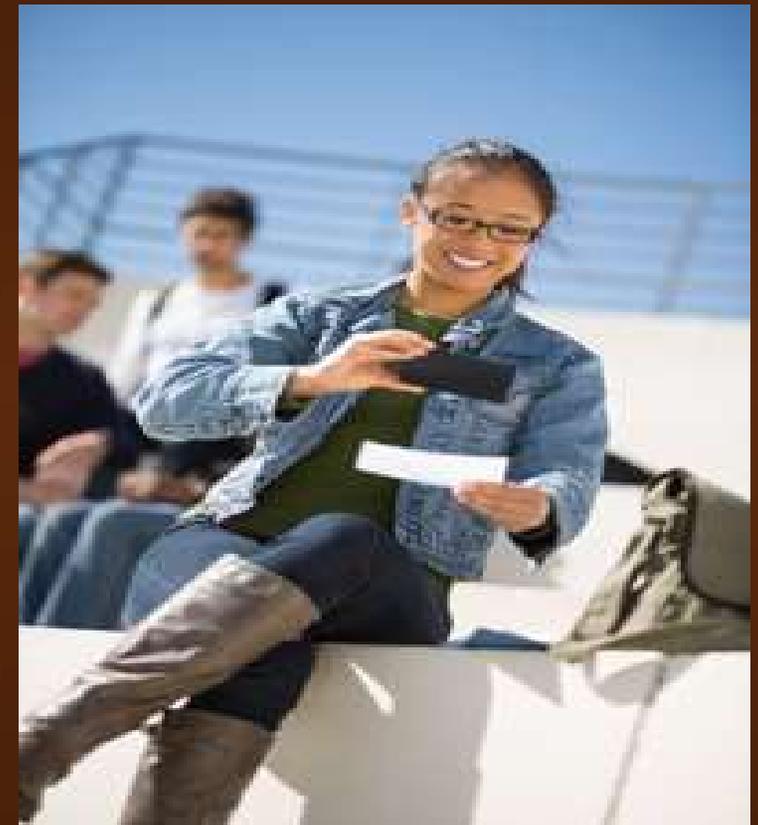


# Another Example

- Feature:
  - Lay-flat airline seat
- Attribute:
  - Replicates a real bed
- Benefit:
  - *Arrive rested*



# #5: Give People What They Want



# Sometimes it's Not What, But *How*



# Wants Differ by Generation

- Older travelers/tourists
  - Tend to want no hassles with language, currencies, unfamiliar foods and environments
  - Solution: English-speaking associates, every detail taken care of, (no surprises) food, utensils and environments that look familiar



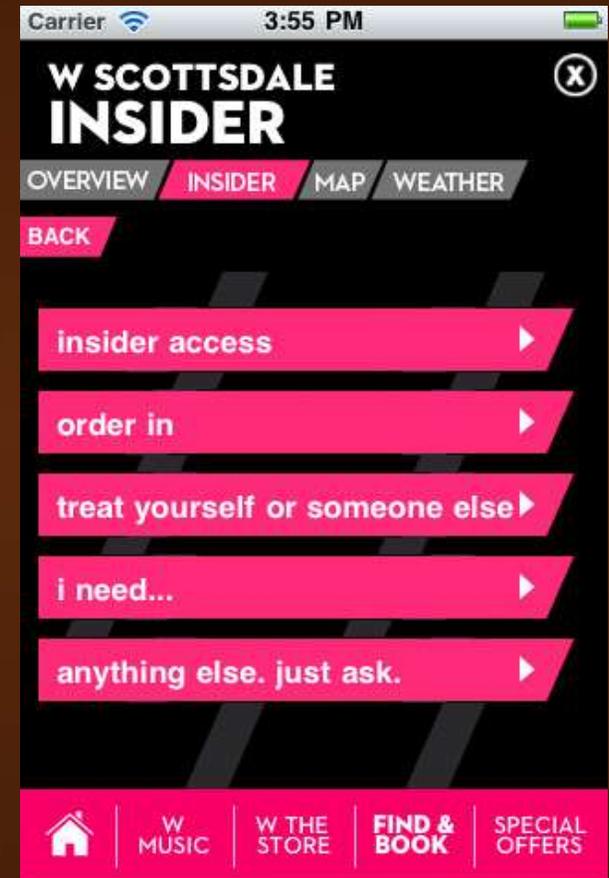
# Baby Boomers

- Want:
  - extensive information on everything there is to see and do, then the freedom to explore on their own
- Solution:
  - Tout numerous and extensive options provide lists of attractions for Boomers to choose their own activities



# The Millennial Mindset

- DIM – “Do It Myself”



# Park City Hotel Caters to Brazilians

- Modified hours of their club to satisfy Brazilian tourists' desire to stay up late



# Westin San Antonio Modifies Afternoon Tea

- Latin American sweets not as sugary, flavors are more subtle
- Westin Hotel in San Antonio serves Mexican wedding cookies during afternoon tea service



# Chinese Tourists

- Expect to find hot boiled water in hotels for tea and/or dried noodles
  - Unlimited green tea at no charge
  - Chopsticks provided with meals (even Western meals)
  - Adapters for Chinese electronics
- Chinese tourists *spend more on shopping, lodging and dining* than any other consumer group



# #5: Be the Good Guys



**DOING GOOD  
IS THE NEW  
COOL.**

# Pollo Campero Teaches Money Management

- Savings accounts
- Debit cards
- How to buy a car
- How to get/use a credit card
- Money wiring cost comparisons

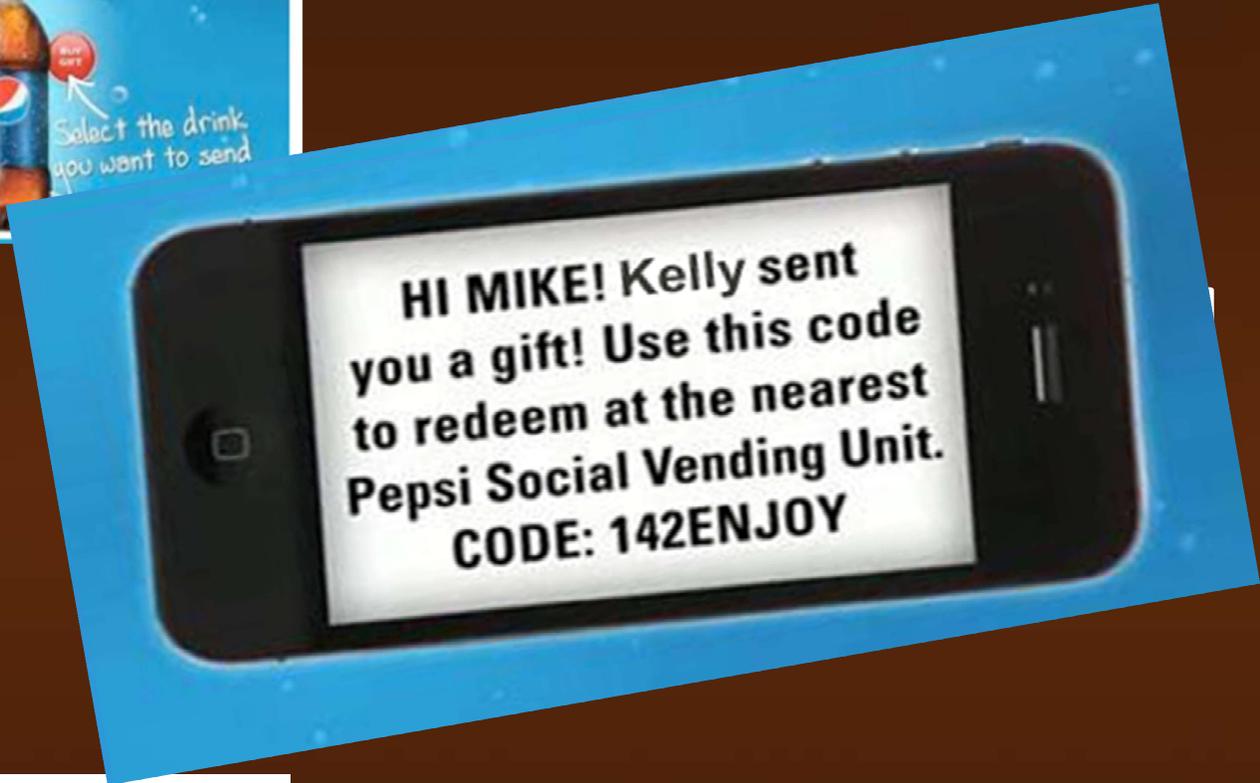


# \$300 Wired Among 7 Different Services

<u>Service</u>	<u>Pesos received</u>
USPS	3,285.7
MoneyGram	3,284.2
DoIEx	3,252.1
Wells Fargo InterCuenta Express	3,244.1
Tornado Money Transfer	3,205.7
Western Union	3,189.2
B of A SafeSend	3,179.9

#6:

Pay Attention to Trends  
Use Consumer & Visitor Insights



**SOCIAL IS EVERYTHING**

# NEW PRODUCTS MEET DEMAND FOR CONNECTIVITY

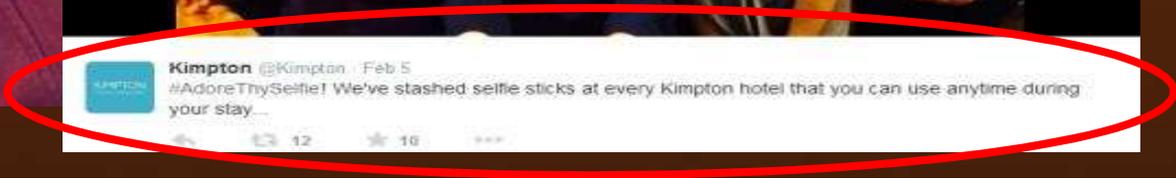


# TRENDS, NOT FADS



# “HOTELFIES”

Selfies taken by guests at hotels, pools, restaurants while on vacation



# Women's Values

- Women want testimonials/customer reviews online
- Women trust what other women say



# Millennials Prefer Pets Over People



# They'd Rather Join a Cause than a Club



# Make Sure You Can Walk the Walk

being visible  
should never  
leave you feeling  
vulnerable.

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A photograph of a man and a woman walking away from the camera on a city sidewalk. The man is on the left, wearing a grey hoodie and a shoulder bag. The woman is on the right, wearing a blue shirt and jeans. They are holding hands. The background shows other pedestrians and city buildings.

show you  
care without  
caring who  
knows it.

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 **Allstate**

#OutHoldingHands

A photograph of a woman and a man walking towards the camera on a city sidewalk. The woman is on the left, wearing a black jacket and tan pants. The man is on the right, wearing a green jacket and black pants. They are holding hands. The background shows other pedestrians and city buildings. The advertisement is displayed on a ClearChannel billboard.

# Make Sure You Can Walk the Walk



*#LoveTravels*

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OLIVIA & LUCAS

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RENAISSANCE NEW YORK HOTEL 57

# Your Turn

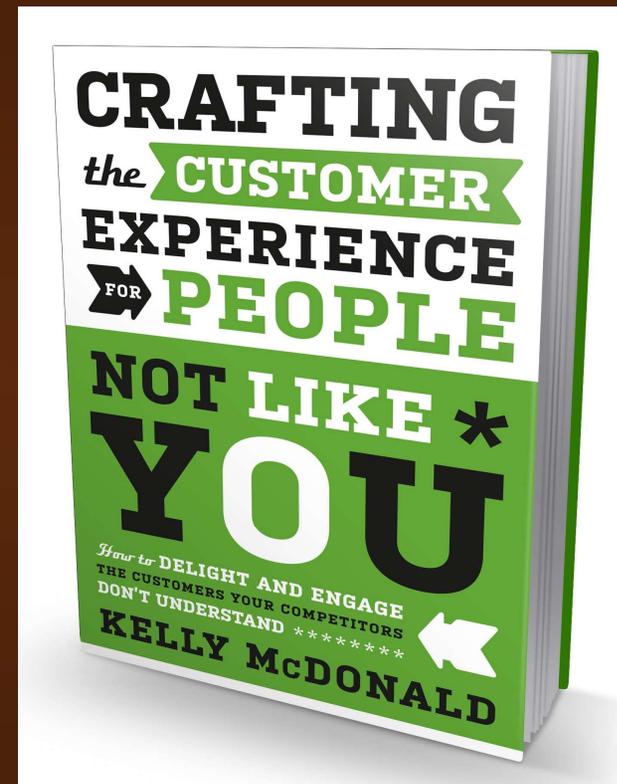
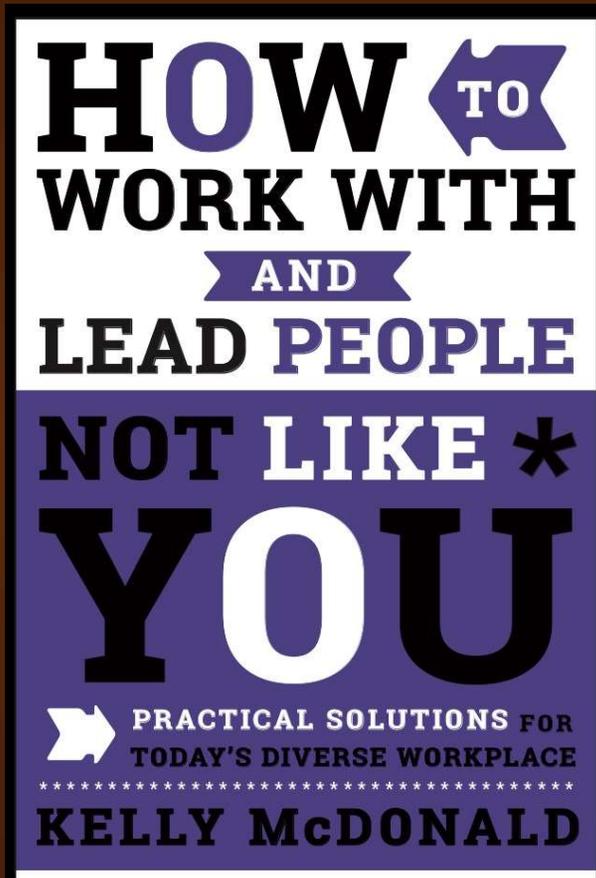
Turn to your neighbor and discuss one thing you learned here today that you can go back and apply to your role



# 5 Things You Can Do Right Now

1. Teach cultural sensitivity – to suppliers as well as associates
2. Figure out your **FAB** – focus on your benefits, not just features
3. Tweak your offerings to cater to customers in meaningful ways
4. Promote your **good deeds** and community involvement . Do good.
5. Resolve your customers' **pain points**

# My Books Can Help!



A close-up photograph of a person's hands holding a white, rectangular card. The card is centered in the frame and has the words "Thank You" printed in a gold, serif font. The person's hands are visible at the top and bottom edges of the card, and they are wearing a dark-colored long-sleeved shirt. The background is a neutral, light-colored wall.

*Thank You*

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consumer trends, contact  
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