

# BUILDING A CULTURALLY EFFECTIVE ORGANIZATION

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# HOW IT ALL STARTED? (WHAT IS YOUR STORY)

- My first ever Job : (is this is really your first job?)
- When we feel unsafe or unvalued, we protest without words
- We might not try as much hard as we did (Aware/Subconsciously)
- Disengage/leave
- My second Job:
  - Not being heard- the only Arab
  - Fear
  - Am I a ware, workplace aware?, What to wear? (First name – Miss Haneen?)
  - Ramadan, Eid
  - Need to represent



WHEN THE JOURNEY STARTED

# A MICRO COSMOS

- How we understand pain ?
- How we understand sickness and death ?
- How family function? (15 years old mother)
- Which stigma my mind hold
- Can I be a social worker who work with everyone?
- NEED



## WHY ITS IMPORTANT ?

- Cultural competence is essential in today's globalized world. Organizations should acknowledge the benefits of cultural competence.

## WHY ITS IMPORTANT ?

- **Improved communication:** helps individuals and organizations to communicate more effectively with people from diverse cultural backgrounds. By understanding different cultural values, beliefs, and communication styles, organizations can avoid misunderstandings and conflicts, and build stronger relationships with clients, customers, and employees
- **Enhanced satisfaction:** is better to understand the needs and preferences of clients from different cultural backgrounds. By providing culturally appropriate services and products, organizations can improve customer satisfaction and loyalty.
- SOME ONE SEE ME

- **Increased employee engagement** : By valuing and respecting the diversity of employees, organizations can create a more inclusive and supportive work environment, which can improve employee engagement and retention. .-tram work-This enables them to collaborate more effectively and leverage the strengths of each team member. Cultural competence fosters an environment of mutual respect, trust, and understanding among team members.
- **Expanded reach**: better understanding the needs and preferences of diverse communities. By tailoring their products and services to different cultural group
- FACEBOOK AS EXAMPLE

- **Better Decision-Making:** A diverse and inclusive organization is more likely to make better decisions, as it can draw on a wider range of perspectives and experiences. This can help to avoid groupthink and lead to more innovative solutions.
- **Enhanced Reputation:** is more likely to be seen as socially responsible, which can enhance its reputation and brand image. This can also attract a more diverse customer base and help to build stronger partnerships with other organizations.
- **Legal Compliance:** Organizations have legal obligations to ensure that they do not discriminate against individuals based on their race, ethnicity, religion, or other cultural characteristics.



- **Increased innovation:** Diversity of thought, perspective and experiences that come with cultural competence can lead to innovative solutions to problems and challenges faced by an organization.

# HOW ?

- Self-awareness
- Being aware of your own cultural background, biases, and assumptions is the first step towards cultural competence. This helps you understand how your own culture may influence your interactions with others.
- Organizational awareness

# TEST YOUR AWARENESS - WORKSHOP

- Test Your Awareness
- What does diversity mean?
- Why does diversity matter?
- What does it mean to serve a diverse population?



## MAKE IT A ROUTINE

- Develop cultural knowledge

Learn about the cultures of the people you serve and work with. Read books, attend workshops, and seek out training opportunities to gain knowledge and understanding.

Support Group of key figures



An aerial photograph of a densely populated urban area, likely a city center or inner city. The image shows a complex network of streets, many of which are multi-lane highways or major thoroughfares. The buildings are tightly packed, with a variety of colors for their roofs, including red, orange, blue, and grey. There are patches of greenery, including trees and small parks, interspersed among the buildings. The overall scene depicts a vibrant, bustling city environment.

DON'T READ THE ARTICLE- ASK ME



## WHO IS MISSING?

- Hire a diverse staff:

Hiring a diverse staff is an essential step in building cultural competence. It's important to recruit staff members who represent different backgrounds, experiences, and cultures.



Evaluate your organization's policies and procedures:  
Review your organization's policies and procedures to ensure they are inclusive and sensitive to the needs of diverse populations. Consider language access, cultural appropriateness, and accessibility when designing your policies and procedures.



- Create policies that promote diversity:

Policies that promote diversity and inclusion, such as offering flexible work arrangements, can help attract and retain employees from diverse backgrounds.

KNOWLEDGE:  
LEARNING  
ABOUT  
DIFFERENT  
CULTURES,  
THEIR  
HISTORIES,  
VALUES, AND  
CUSTOMS CAN  
HELP YOU  
BETTER  
UNDERSTAND  
AND  
APPRECIATE  
DIVERSITY.



WE STARTED, WHAT IS NEXT?

- Continuously evaluate and improve:

Continuously evaluate your organization's cultural competence and make improvements as needed.

Seek feedback from clients and employees to ensure your organization is meeting their needs.

One on one/feedback/focus group

**WHAT ARE THEIR IDEAS?**

# PRACTICE AND MAKE IT PERSONAL CHALLENGE

- Talk to 5 of your colleague what we are not talking about around here and we should?
- Do you know the people you work with? The parts that make their life? Not 10 minutes make the time
- Practice cultural competence daily: Incorporate cultural competence into your daily life by seeking out opportunities to learn, interact with diverse people, and challenge your assumptions and biases. Build relationships: Build relationships with people from different cultural backgrounds to foster understanding and respect.





- Celebrate who you are
- Be proud of who they are (school)
- Macro practices
- Better prepared



## MAKE IT A ROUTINE

- ‘Never been asked before’

Invite the employees as a routine because it lays groundwork when they must talk, share.

- Involve diverse perspectives in decision-making:

Seek out the input of people from different cultural backgrounds in decision-making processes. This can help ensure that decisions are inclusive and culturally sensitive.

## “READ THE AIR”

- Which language is that? (If you speak 2 languages, there some words you can't translate)
- Understand the communication (Index)
- With assistance and direction- I can read the air, understand the signals (In Shallah)
- Patterns- making decisions,



- Provide language access:

Provide language access to ensure that non-native speakers can understand and communicate effectively. This may include providing translation services, hiring bilingual staff, and using translated materials.

## PRACTICE ACTIVE LISTENING:

- Actively listen to others without judgment or bias. Ask questions to gain a deeper understanding of their perspectives and experiences.
- My sister-in-law and my sister



- Provide cultural sensitivity training:

Offer training to your staff to help them understand and appreciate different cultures. This can include topics such as communication styles, nonverbal cues, and cultural norms.

I AM THE EXPERT? AM I THE  
REPRESENTATIVE OF MY  
PEOPLE?





Patience: Developing cultural competence takes time, patience, and a willingness to make mistakes and learn from them.

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# THE SUM OF OUR PARTS



- There is a narration of Imam Ali which says:  
" You think you are a small entity, but within you is enfolded the entire Universe" .

