

# LSN Coach Training Program Outline

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## **Culturally Competent Coaching**

### Cultural Competency 101: Embracing Diversity

#### Why Cultural Competency

- To understand the importance of providing appropriate services to our clients and;
- To understand and meet the needs of those we serve and;
- To be aware of our own views about others and how that impacts our interactions with them

How would you define culture?

What is or makes up culture?

Why do individuals define culture differently?

Around the world, culture is defined differently and similarly.

Now let's define culture.

1. Culture is the shared values, norms, traditions, customs, arts, history, folklore, music, religion, and institutions of a group of people.
2. Culture is an integrated pattern of human behavior which includes but is not limited to -thought, communication, languages, beliefs, values, practices, customs, courtesies, rituals, manners of interacting, roles, relationships, and expected behaviors of a racial, ethnic, religious, social or political group; the ability to transmit the above to succeeding generations; dynamic in nature.
  - How information is received;
  - How rights and protections are exercised;
  - What is considered to be a problem;
  - How behavior and concerns about the problem are expressed;
  - Who should provide assistance for the problem; and
  - What type of assistance should be given.

By understanding, valuing, and incorporating the cultural differences of America's diverse population and examining your own values and beliefs, you can provide coaching that responds appropriately to, and directly serves the unique needs of clients whose cultures may be different from your own.

What is cultural competency? Culturally competent care

- acknowledges and incorporates—at all levels—the importance of culture in the assessment of cross-cultural relations
- vigilance toward the dynamics that result from cultural differences
- the expansion of cultural knowledge and the adaptation of services to meet culturally unique needs

Competence implies having the capacity to function effectively as an individual and an organization within the context of the cultural beliefs, behaviors, and needs presented by clients and their communities.

What is *culture shock*? Fish out of water analogy means, someone who is in a situation they are unsuited to. Culture Shock refers to the feeling of disorientation experienced by someone who is suddenly subjected to an unfamiliar culture, way of life, set of attitudes, and/or practices different than their own.

What are ways a person can experience culture shock?

Aspects of culture can make us feel uncomfortable but compel us to move forward. You don't want to experience culture shock when working with your clients and then allow it to cause you to freeze. That is why awareness of your own perceptions is important. Oftentimes, it is when we are made to feel uncomfortable, that we gain understanding, and are accepting of other cultures and/or differences.

What does diversity mean to you?

*Diverse/Diversity means more than just acknowledging and/or tolerating difference.*

Diversity is a set of **conscious** practices that involve:

- Understanding and appreciating humanity, cultures, and the natural environment.
- Practicing mutual respect for qualities and experiences that are different from our own.
- Recognizing that personal, cultural and institutionalized discrimination creates and sustains privileges for some while creating and sustaining disadvantages for others;
- Building alliances across differences so that we can work together to eradicate all forms of discrimination.

*Diversity is embracing differences in: Age, Race, Gender, Physical Ability, Religion, Spirituality, Language, Sexual Orientation, Background, Professional Experience, Skills, Specializations, Values, Culture, Socio-economic status, etc.*

We all have diverse backgrounds, cultures and experiences. *Diversity is important.*

We are or have all been a member of an underrepresented/underserved population.

**Reminder:**

- 'Culture' refers to integrated patterns of human behavior that include the language, thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, or social groups.
- 'Competence' implies having the capacity to function effectively as an individual and an organization within the context of the cultural beliefs, behaviors, and needs presented by clients and their communities. (Adapted from Cross, 1989).

It is important to be mindful, respectful, and appreciative of the values, beliefs, and practices of individuals, even when their values are different than ours.

Let's breakdown culture:

- Culture integrates a pattern of human knowledge, belief, and behavior.
- Culture passes between generations.
- Culture remains a learned phenomenon, rather than a biological or fixed characteristic.
- Culture shapes individuals' world view.
- Culture evolves over time.

Remember, culture can be expanded beyond the typical scope of an individual's world view.

Be open, willing, and respectfully curious to get to know someone.

By understanding, valuing, and incorporating the cultural differences of diverse populations and examining one's own values and beliefs, a coaching service that responds appropriately to, and directly serves the unique needs of populations whose cultures may be different.

We are all one community working together for a common goal of understanding and supporting one another.

Needs are unique and specific to the individual, which may be impacted by their various cultural foundations. [Cultural influences, variations, manifestation]

*Cultural needs* may provide additional support, guidance, and/or understanding on culturally responsive care and interactions with all persons and populations.

*May include, but are not limited to: Age, Ethnicity, Race, National Origin, Sex (Gender), Gender Identity, Sexual Orientation, Tribal Affiliation, and/or Disability.*

Why are cultural needs important?

How do you know if a person has a cultural need?

Ask the individual, never assume.

Remember at all times, individuals are members of cultural communities, not representatives of them. All people are not alike; just because two people are from the same cultural group does not mean they have the same cultural needs.

We must always remember that *Language and Culture impacts:*

- *Belief systems about change and goal attainment;*
- *How erroneous thinking and its causes are perceived; and*
- *How assistance is sought;* the behaviors of individuals seeking coaching and their attitudes toward coaches;

The *delivery of services by the coaches* who look at the world through their own set of values, can compromise access for individuals from other cultures.

*In becoming Culturally Aware, we realize that:*

- *We are not all the same*- Similarities and differences are both important.
- *There are multiple ways to reach the same goal*- There are different (just as effective) ways to live life and to reach and attain goals.
- *The best way depends on the cultural contingency*- Each situation is different and may require a different solution.

Cultural awareness includes:

- Having a firm grasp of what culture is and what it is not
- Understanding how people acquire their cultures
- Knowledge about culture's important role in personal identities, life ways, and mental and physical health of individuals and communities
- Being conscious of one's own culturally-shaped values, beliefs, perceptions and biases
- Seeking and participating in meaningful interactions with people of differing cultural backgrounds

When an individual or organization expands its solutions and sense of identity, cultural diversity becomes an advantage as a new approach to problem solving. The goal is to become culturally aware!

*The Four Ways People Perceive Culture and the Degrees [stages] of Cultural Awareness.*

- *My way is the only way*, [also called the Parochial Stage]
  - In this first level, people are aware of their way of doing things, and their way is the only way.
  - Those in this stage *ignore the impact of cultural differences*.
- *I know their way, but my way is better*, [also called the Ethnocentric Stage]
  - In the second level, people are aware of other ways of doing things, but still consider their way as the best one.
  - In this stage, *cultural differences are perceived as a source of problems*, and people tend to ignore them or reduce their significance.
- *My Way and Their Way*, [also called the Synergistic Stage]
  - In the third level, people are aware of their own way of doing things and others' ways of doing things. They choose the best way according to the situation.
  - At this stage, people realize that *cultural differences can lead both to problems and benefits* and are willing to use cultural diversity approaches to create new solutions and alternatives.
- *Our Way*, [also called the Participatory Stage]
  - The fourth and final level brings *people from different cultural backgrounds together for the creation of a culture of shared meanings*.
  - At this stage, people dialogue repeatedly with others, create new meanings and new rules to meet the needs of a particular situation.

Increasing cultural awareness means to be aware of both what may be positive and/or negative aspects of cultural differences.

Cultural Foundation is comprised of 3 major components: cultural influences, cultural variations, and cultural manifestations. Being aware of these components increases our ability to be culturally aware.

*Influence is the power to cause changes without directly forcing them to happen: a person or thing that affects someone or something in an important way.*

*Cultural Influences* often bind people together and are major social or institutional factors, including, but not limited to, *language, traditions, heritage, and religion.*

The most critical influence is typically not a factual event, but rather the group's collective memory and interpretation of that event.

Why is this?

Think back to the Civil Rights Movement back in the 1960s. Those events, and the collective memory and interpretation of those events contribute greatly to how African Americans experience White Americans today.

Cultural influences become an inherited memory that is passed from one generation to the next.

Why do we pass on information to from one generation to another?

[Tribal storytellers, who pass on their oral traditions and history.]

*Cultural Variations* include styles of *behavior, values and ways of thinking* that are common to a culture.

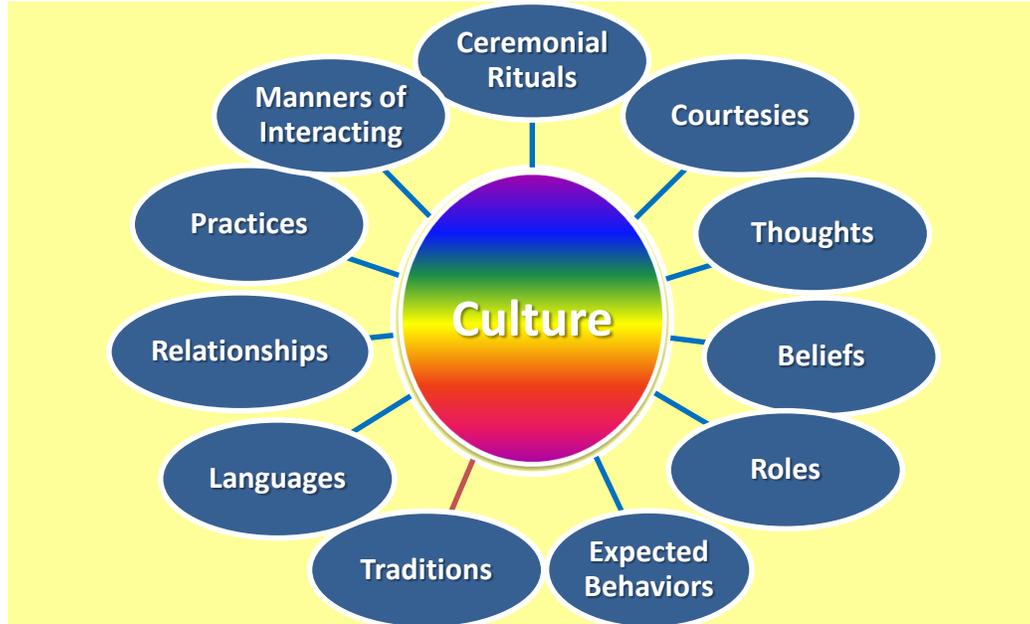
- *Behaviors* are the outward, observable artifacts of a culture. They consist of the language verbal/nonverbal, social rules, customs, structures, and institutions of a given culture. [Bowing instead of handshakes, kiss on cheek, high fives, personal space.]
- *Values* are principles that members of a culture or group use to evaluate alternatives or consequences in decision making. [Morals, religion, up-bringing.]
- *Cognition, or ways of thinking*, refer to the preference-based strategies and processes used in decision making, perceptions, and knowledge representations of a given culture. *It is the 'mental process' of knowing*, including aspects such as awareness, perception, reasoning, and judgment. [Judgment based on physical appearance.]

The third and final component of cultural foundations is *Cultural Manifestations*.

The “*concrete displays of a culture's thought processes, behaviors and values as they are expressed through an individuals' attitudes regarding the 'correct' response toward concepts,*” for example: *power and authority, language, customs and traditions, time orientation, uncertainty avoidance, individual versus collectiveness, risk-taking and context sensitivity.*

Manifestation: The act of demonstrating; display: public demonstration of a feeling.

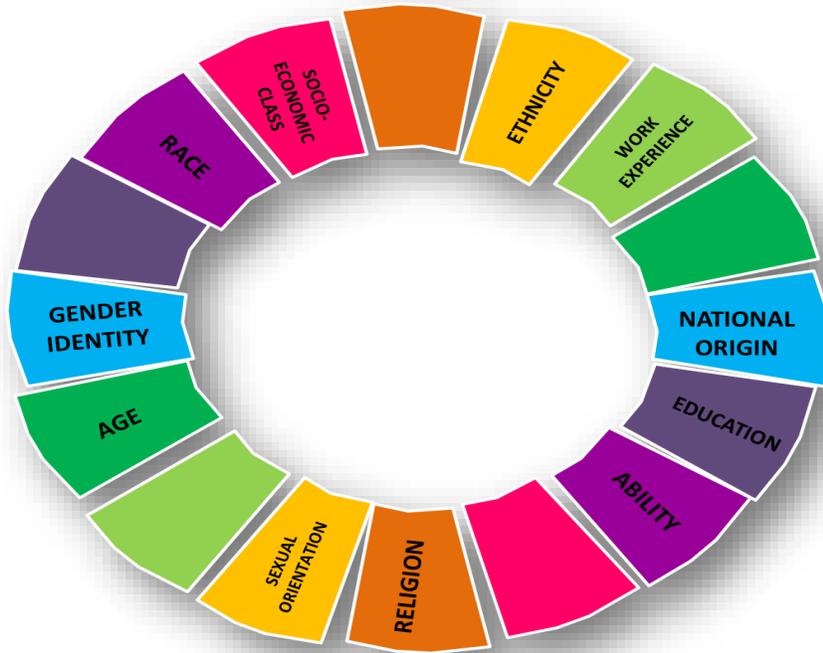
## Types of Manifestations



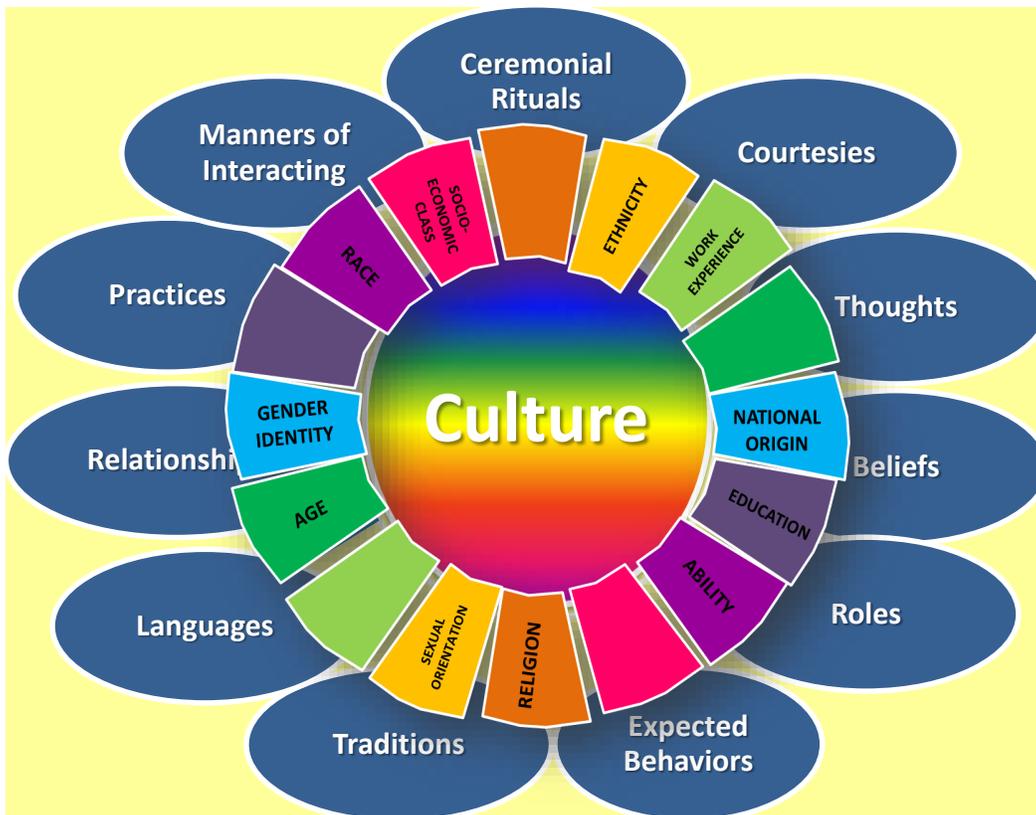
Culture can be seen as a beautiful colorful world. Examples are: [Elicit responses after each.]

- Ceremonial rituals [Jumping the broom, quinceñeras, funeral practices]
- Courtesies [Good morning, pleasantries]
- Thoughts [Racism, concepts of coaching, stigma]
- Beliefs [Religions, superstitions]
- Roles [Gender, chauvinist, feminist]
- Expected Behavioral [Elevator which way to face, holding the door open for someone]
- Traditions [Meals, holidays]
- Languages [Bilingual, sibling language, non-verbal, Pig Latin, American Sign Language]
- Relationships [Respect for elders, polyamory, colleagues]
- Practices [Child care, medical, dietary]
- Manners of Interacting [Hugs and kisses, eye-contact, how we greet people]

Each person is a combination of many different cultures.



As shown in this *cultural wheel*, each of the cultural manifestations is subject to one or all of the cultural considerations, as represented by the color wheel.



Each of the components of our many cultures function in combination with or in opposition to our identities— [work, education, interests] and to cultural factors—[ethnicity, national origin, age, gender, etc]—that make us who we are.

If we are all a cultural moving wheel, what do we see when we look at others?

As previously determined, we all have a culture or cultures in which we belong.

We all belong to cultures and *We All Belong to Groups*:

- *Groups we are born into*: Arizonian, Clans, Tribes, West Virginian, “Old Money”
- *Groups we choose for ourselves*: Hell’s Angels, Fraternities, Sororities, NAMI, ASU Alumnus
- *Groups we are placed into by others*: Jock, Entitled, Stoner, Brainiac, Geeks, Nerds

All these groups represent specific cultures, otherwise known as “subcultures.” Tying this back to the cultural wheel.

*Respect: is showing consideration for others’ beliefs*

Examples of respect within cultural competency are:

- Respecting others’ identities
- Exhibiting empathy
- Not judging values different from your own
- Validation, recognizing the right of communities and individuals to self-define/identify

It is important for us to be respectful, considerate, and listen to others [friends, family, patients, clients, colleagues] without judging even if their values differ from our own.

*Respect Matters*: it is demonstrated by not allowing bias to influence our perceptions of others.

### **Homework:**

Self Reflection Activity: Answer the self reflection questionnaire and calculate your score. Once completed score 5 points for each Yes and 0 points for each No and Not Sure and tally.

Remember, this is for your own self analysis and these numbers will not be shared. Compare your score to the continuum to determine your level of cultural awareness.

Scores can range between 0 and 120. The higher the score, the closer to Culturally Advanced you are in this moment. The lower the score, the closer to Culturally Destructive you are in this moment. This is not a tool used to define you, simply utilized for self-reflection.

Write in your journal the outcome of your reflection. Discuss what you thought your result would have been and the difference between that and what your result actually was.