

For Diversity



Against Discrimination

**DIVERSITY**

in small and medium-sized enterprises

EUROPEAN CONFERENCE 2006

# Workshop II– Dealing with prejudice and stereotypes



EU Conference - Cyprus

**Focus Consultancy - Sept 2006**



An initiative of the European Union



FOCUS CONSULTANCY

[www.stop-discrimination.info](http://www.stop-discrimination.info)



# Learning contract

**Confidentiality**

**Participation**

**Respect**

**Courage**

**Honesty & openness**





# Objectives

- To increase awareness on concepts and manifestations of individual values and beliefs leading to prejudice and discrimination
- To explore the potential impact of prejudice and discrimination in the workplace and on external business relations





# What's in a name?

- **Your name – what does it mean?**
- **Your role**
- **What's your culture?**





# What's in a name?

Name & role

What does it  
tell us about  
you?

What does it  
mean?





## Definitions

- **Assumption:**

An opinion made without the basis of fact.

- **Stereotype:**

A stereotype is an opinion, based on a generalisation about a whole group or category of people, e.g. A stereotype is often negative. Over time a positive stereotype can have the effect of limiting opportunities





## Definitions

- **Prejudice:** An unfavourable opinion or feeling formed beforehand without informed knowledge or reason (prejudgement made not the basis of fact).

It is often reinforced by stereotypes and it is usually based on an assumption. Feelings and beliefs, which can influence perceptions and behaviour.





## Direct Discrimination

- Direct discrimination shall be taken to occur where one person is treated less favourably than another is, has been or would be treated in a comparable situation (e.g. on grounds of racial or ethnic origin)





## Indirect Discrimination

- Indirect discrimination shall be taken to occur where an apparently neutral provision, criterion or practice would put persons of a racial or ethnic origin at a particular disadvantage compared with other persons, unless that provision, criterion or practice is objectively justified by a legitimate aim and the means of achieving that aim are appropriate and necessary.





# Diversity

“Diversity takes many forms. It is usually thought of in terms of obvious attributes – age differences, race, gender, physical ability, sexual orientation, religion and language.

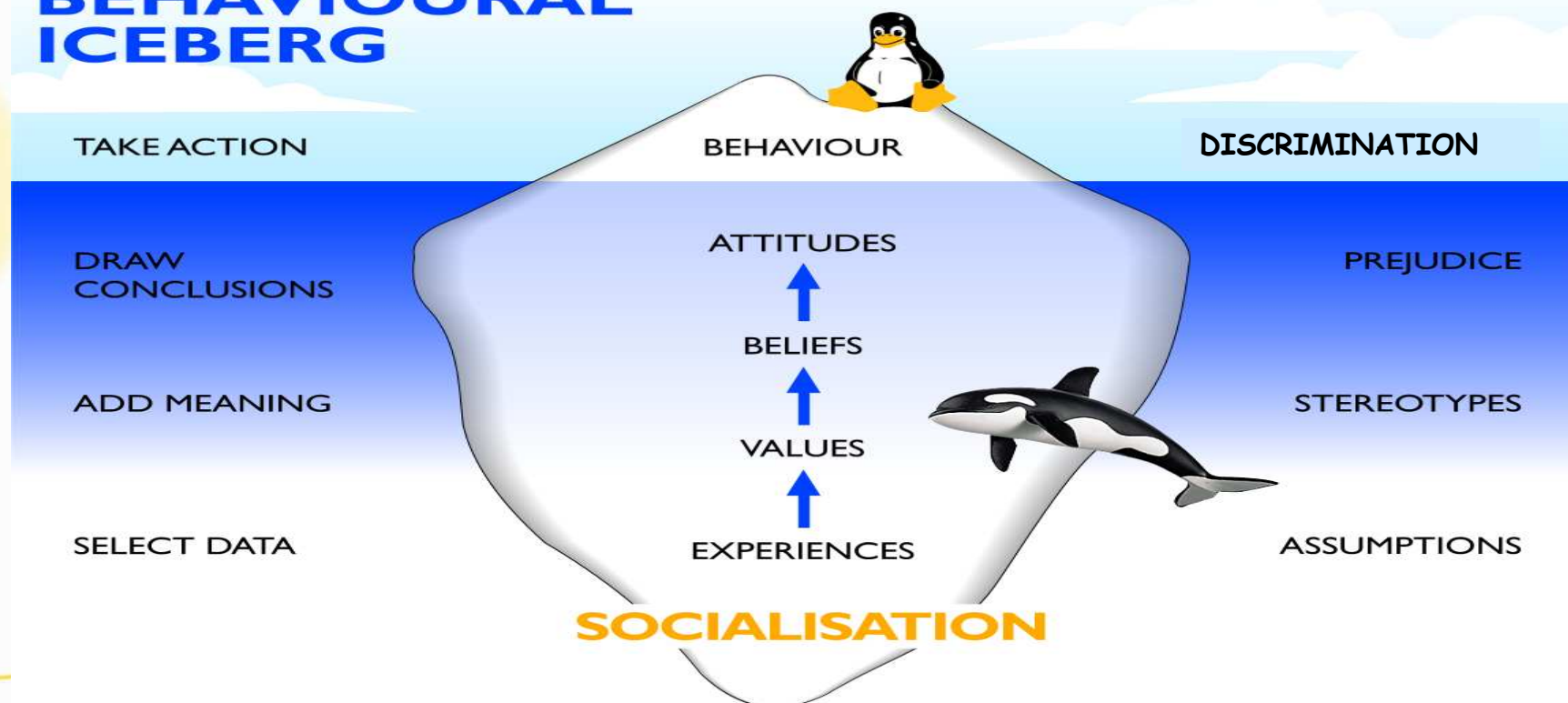
*Diversity in terms of background, professional experience, skills and specialization, values and culture, as well as social class, is a prevailing pattern.*”

United Nations, 2000



# Behavioural Iceberg

## BEHAVIOURAL ICEBERG





# Diversity management

Definition:

*“Diversity management should thus be viewed as an inclusive concept, encompassing a broader focus than employment equity would suggest.*

*It requires one to look at the mindset and the culture of an organization and the different perspectives people bring to an organization on account of their ethnicity, social background, professional values, styles, disabilities or other differences.*”

United Nations, 2000





Thank you for your participation

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