

# PPAI Women's Leadership Conference™

PPAI  
Women's  
Leadership  
Conference™

# How To Work With And Lead People Not Like You

Kelly McDonald, Keynote Speaker and Author  
McDonald Marketing



# HOW TO WORK WITH & LEAD PEOPLE NOT LIKE YOU

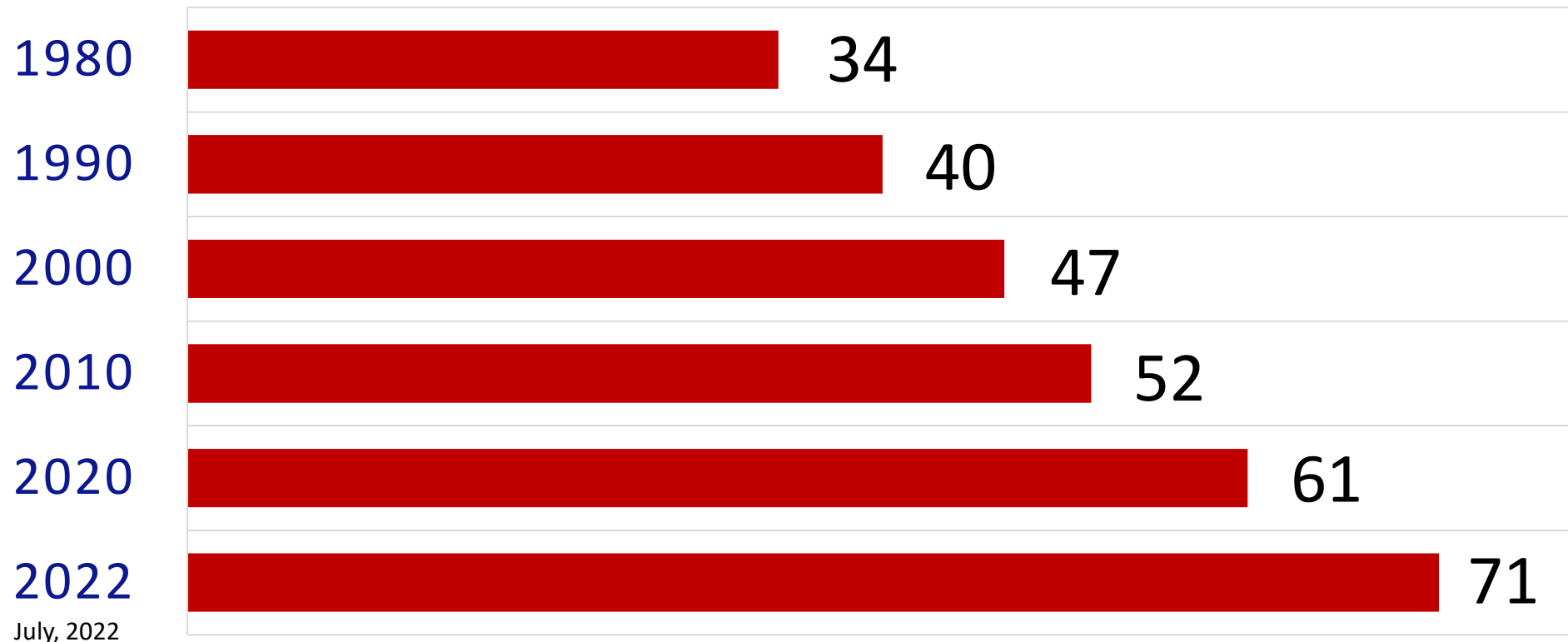


# THE BUSINESS CASE FOR DIVERSITY



# CLEAR TREND: THE CENSUS DIVERSITY INDEX

The probability that two people chosen at random are of a different race and ethnicity on a 0-100 scale. The scale ranges from 0 (no diversity) to 100



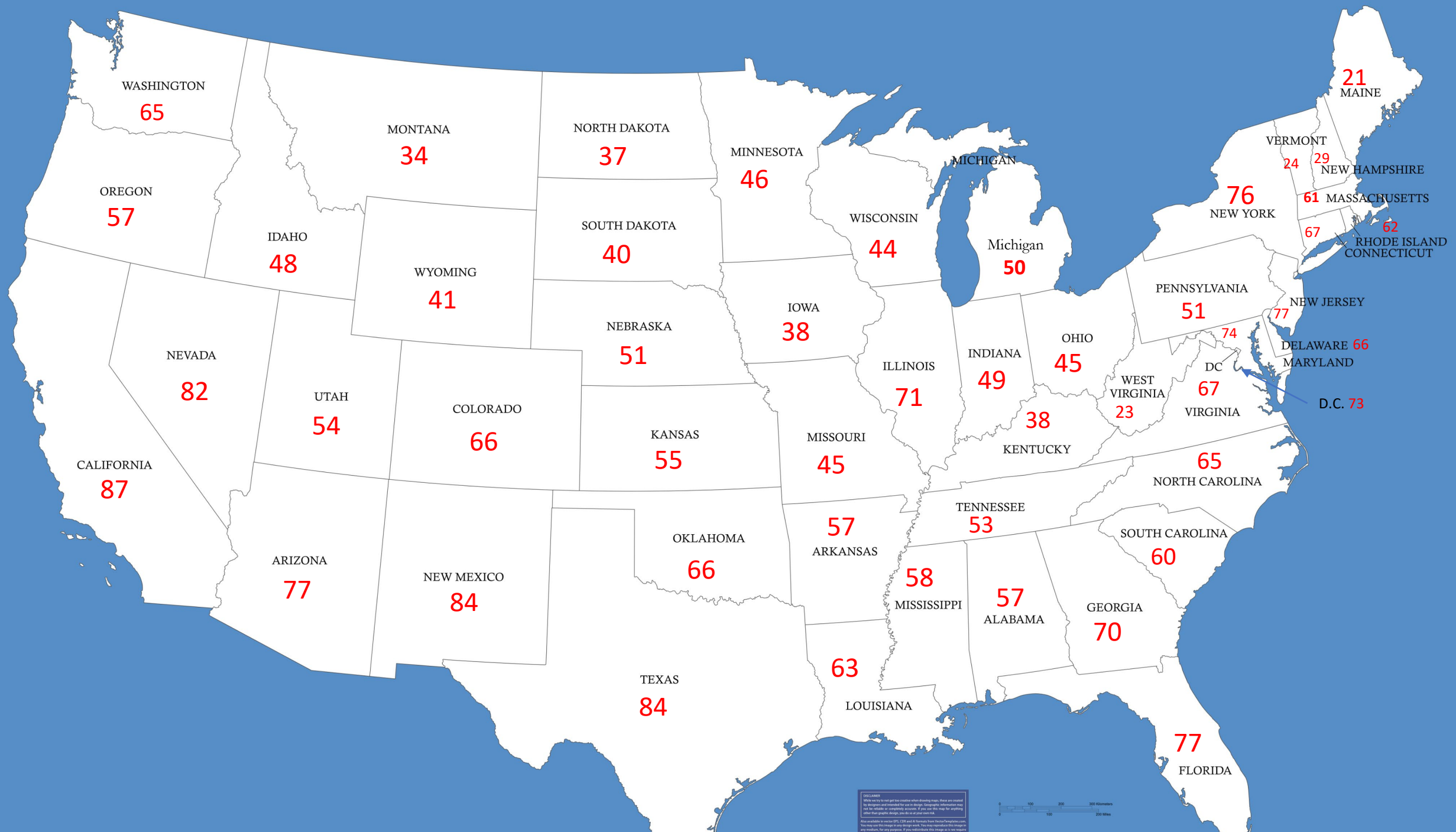
# Top 5 Most & Least Diverse States

## Most Diverse States:

California	87
Texas	84
New Mexico	84
Nevada	81
Hawaii	78

## Least Diverse States:

Montana	34
New Hampshire	28
Vermont	24
West Virginia	23
Maine	21



# THE DIVERSITY “BIG 5”

- Race



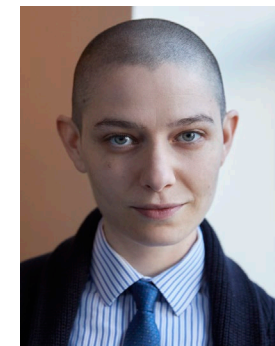
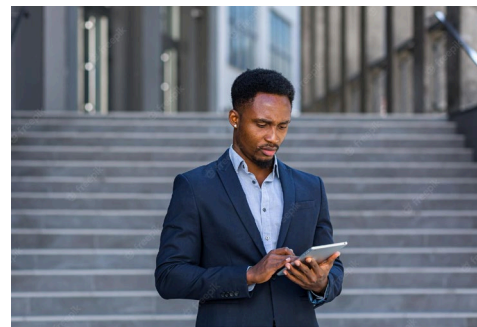
- Ethnicity

- Age / Generations

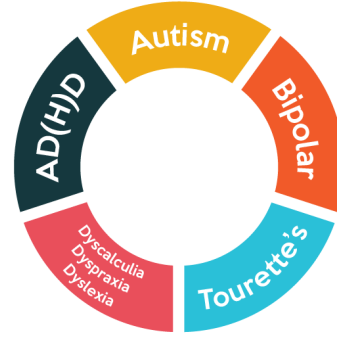


- Gender

- Sexual Identity

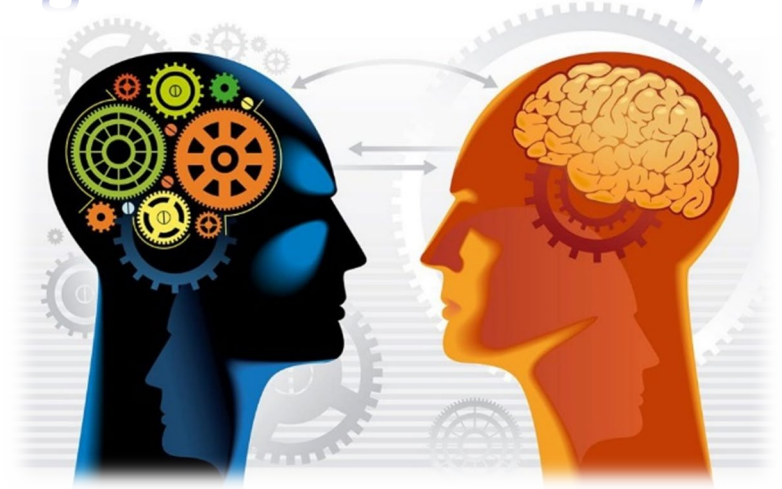


# DIVERSITY COMES IN MANY FORMS



# A Few Ways You Might Not Have Thought of as “Diversity”

- Introverts vs. Extroverts
- Creative vs. Analytic Thinking
- Morning People vs. Night Owls
- Generational differences & perceptions of “good service”
- Rural vs. Metro
- Communication styles: face-to-face or email/texting
- Apple people vs. Google people





**YOUR  
TURN!**



“do better and be better”

# There is **Value** in a Diverse Workforce

- Better organizational reputation
- Enhanced organizational image
- Growth in new customer acquisition
- Higher customer satisfaction
- Greater customer loyalty
- Better customer insights & ability to anticipate customer needs
- Greater ability to attract & recruit talent
- Better quality of employee applicants
- Broader talent base with new & untapped perspectives
- Better problem-solving
- Better employee performance & productivity
- Higher levels of employee engagement
- Higher levels of employee satisfaction
- Reduced employee absenteeism
- Better employee retention
- Increased creativity
- Multiple solutions
- Increased adaptability
- Greater innovation





DIFFERENT CAN BE  
UNCOMFORTABLE

IN BUSINESS, IT'S NOT OK TO ADMIT THAT

**nope.**

# IT'S TOO RISKY...

- Your job may be at risk
- You're not on the "diversity bandwagon"
- You could be branded with a label

So you keep quiet

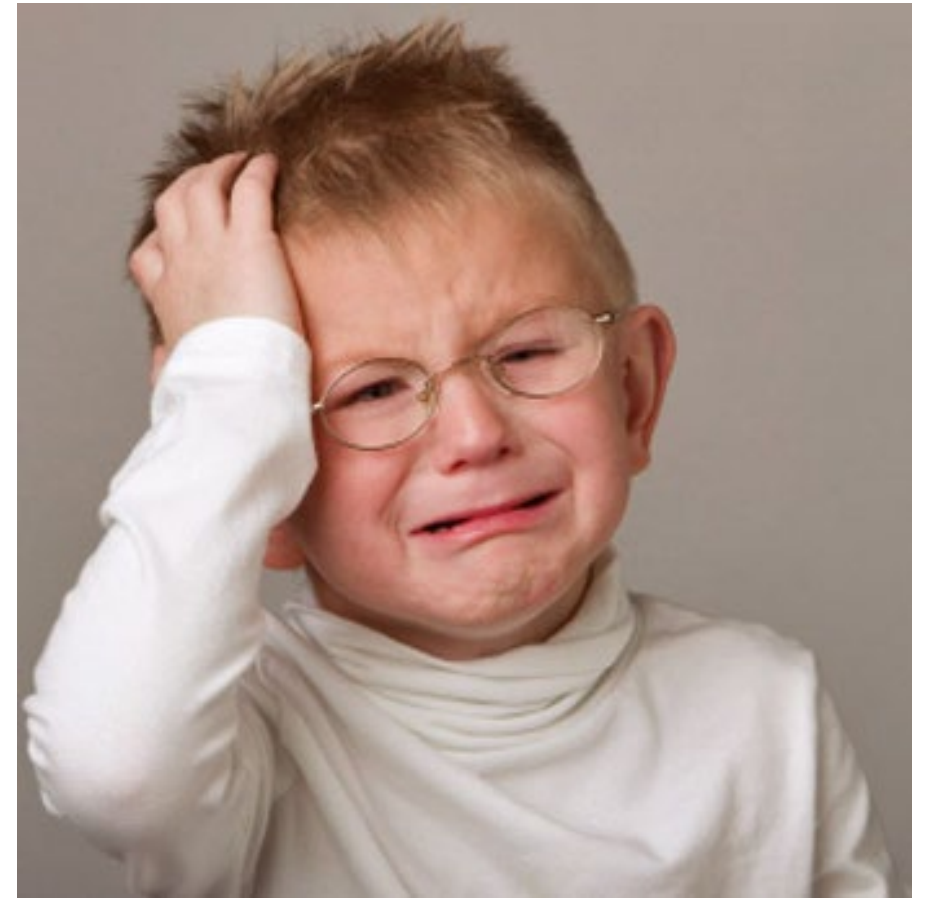
You avoid people

But you're *struggling*



# IF YOU'RE STRUGGLING, YOU'RE *NORMAL*

- You're not a bad person
- You're not alone
- Your discomfort is *normal*





LET'S PUT SOME SCIENCE  
BEHIND THIS





- Adding the “outsider” more than doubled the teams’ chances of getting the correct answer
- from 29% to 60%!
- But paradoxically, the diverse teams reported that their interactions were less effective than those where everyone was from the same house

WORKING WITH DIVERSE TEAM  
MEMBERS FELT HARDER,

*but produced a better outcome*

8 Ways to  
Work with  
People Not  
Like You



# #1: Find Common Ground

- You like the Rangers? Me too!
- Your lunch smells so good! Do you cook a lot?
- That's a cool necklace. My mom makes jewelry – where do you find your pieces?
- I hear you like fly fishing. Is it hard to learn?
- I wonder if they'll ever fix the heat in this building – are you as cold as I am?



***Expect it to  
feel a little  
awkward***



## #2: Build Trust

- Two kinds of trust
- Common trust:
  - granted to others automatically



# VULNERABILITY TRUST

- Breaks down walls
- Must be cultivated
- Must be reciprocated



# Key Steps to Build Vulnerability Trust

- Talk straight. Be honest.  
*Even when it's hard*
- Use simple language



Just  
Tell Me



*“We can’t hit our sales numbers unless we hit our truck numbers”*

*“What do you need  
from us to help you  
sell more trucks?”*



# #3: Be Aware that Our Differences are Real

- Scott – retail executive
- Sally's Beauty Supply





## WHAT SCOTT DID...

*“Talk to me. Tell me what’s going on and how I can help.”*

- Dialogue *(talk to me)*
- Barriers *(what’s going on?)*
- Solutions *(how can I help?)*

A close-up, diagonal view of a row of folded shirts. The shirts are in various bright colors: yellow, orange, pink, and blue. The focus is sharp on the middle shirts, with the ones in the foreground and background slightly blurred.

# WORKING WITH WOMEN

Value expansive choices, seeing all options

# WORKING WITH MEN

- Want choices simplified
- The “magic number” is 3

 <p>★★★★★ Samsung - 60" Class (60" Diag.) - LED - 1080p - 120Hz - Smart - HDTV</p> <p><b>\$997<sup>99</sup></b> FREE DELIVERY</p>	 <p>★★★★★ Sharp - AQUOS - 60" Class (60" Diag.) - LED - 1080p - 120Hz - HDTV</p> <p><b>\$799<sup>99</sup></b> FREE DELIVERY</p>	 <p>★★★★★ VIZIO - M-Series - 50" Class (49-1/2" Diag.) - LED - 1080p - 240Hz - Smart - ...</p> <p><b>\$599<sup>99</sup></b> FREE DELIVERY</p>
--	---	--



FX-FORMAT

<b>D610</b> 24.3 MEGAPixels   UP TO 6.5 FRAMES PER SECOND   FX   1080p FULL HD VIDEO	<b>NEW D750</b> 24.3 MEGAPixels   UP TO 6.5 FRAMES PER SECOND   3.2" TILTING TOUCH-SCREEN MONITOR   1080p FULL HD VIDEO	<b>D810</b> 36.3 MEGAPixels   UP TO 5 FRAMES PER SECOND   UP TO 12,800 ISO   1080p FULL HD VIDEO
---	--	---

 <p>GET <b>\$80</b> by mail-in rebate via American Express Reward Card when you buy 4 Hankook RoadHandler tires with a qualifying Sears card.</p>	 <p>GET <b>\$70</b> Sears Award Card when you buy 4 Michelin tires.</p>	 <p>GET <b>\$50</b> Sears Award Card when you buy 4 BFGoodrich tires.</p>
<b>SAVE \$100</b> with service purchase of \$400 or more #40104	<b>or SAVE \$50</b> with service purchase of \$250-\$399.99 #40103	<b>or SAVE \$25</b> with service purchase of \$150-\$249.99 #40102
• Brake service • Tire installation • Alignments • Fluid services • Steering & Suspension services • Shocks & Struts		



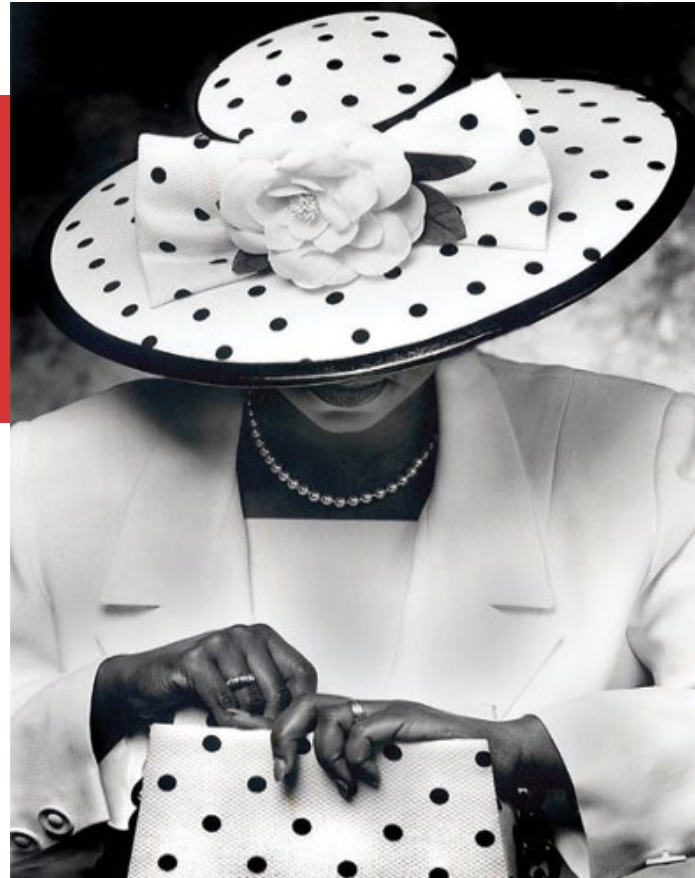
#4:  
GIVE PEOPLE  
WHAT THEY WANT

# MACY'S PRODUCTS DIFFER BY REGION

## SALT LAKE CITY



## ATLANTA



## SEATTLE



# BURGER KING ADJUSTS ITS MENU

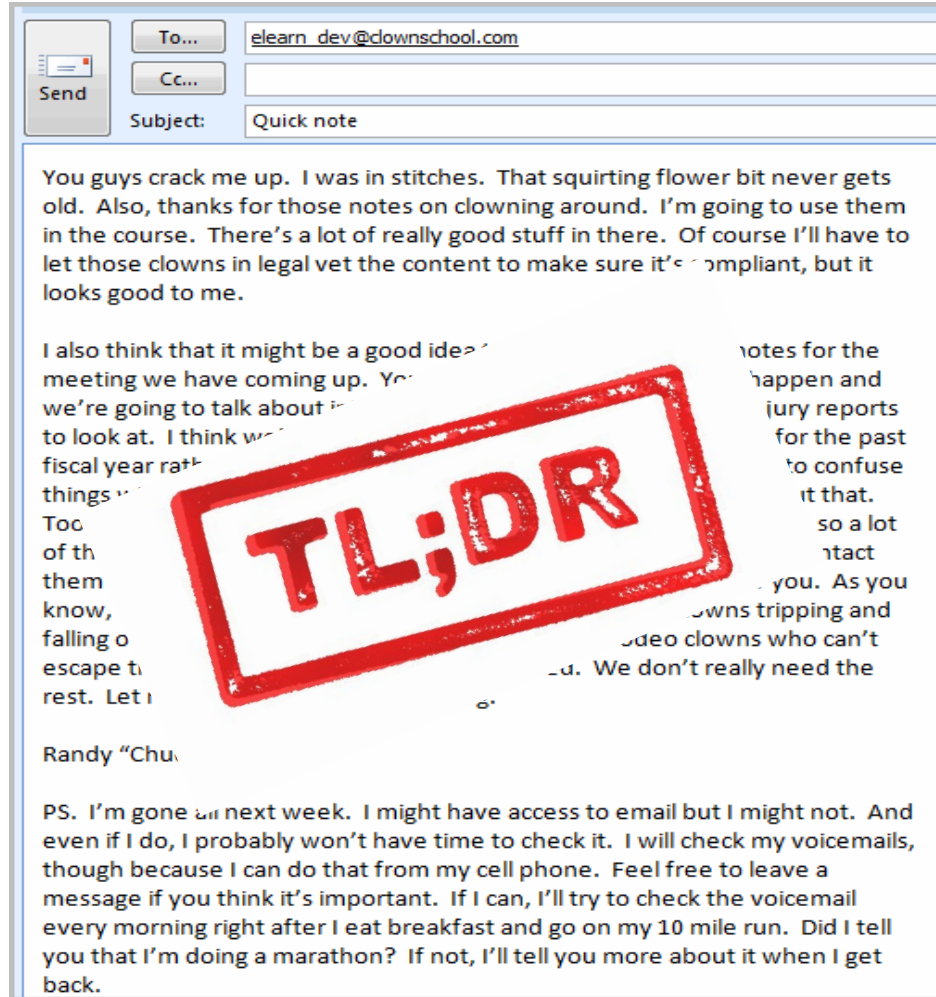
NEW YORK CITY



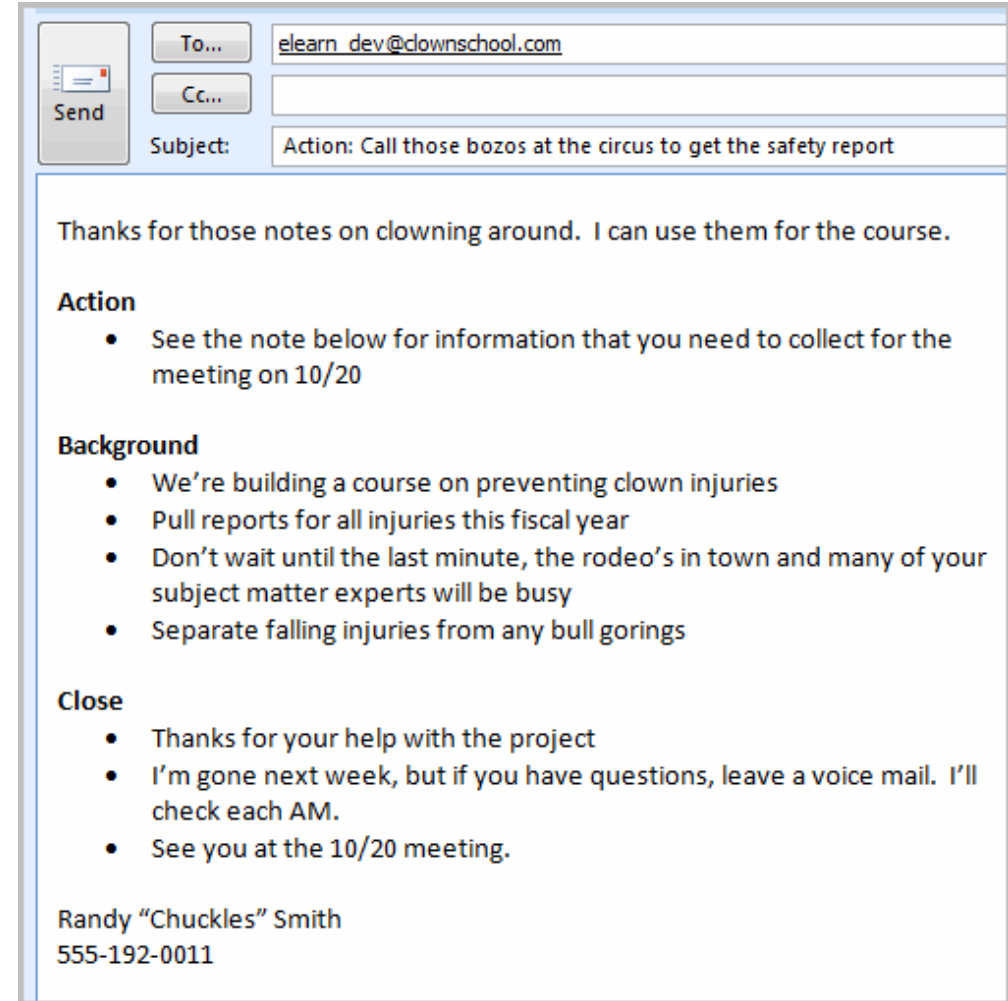
BIRMINGHAM



# No One Reads Anymore – We Skim...



*Before*

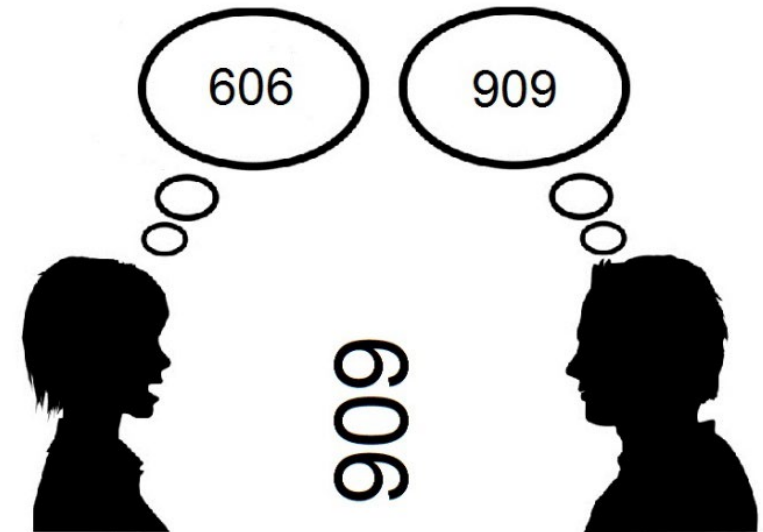


*After*

## #5: AGREE TO DISAGREE

*“I see it differently”* is effective & disarming

- Not antagonistic
- Not judgmental or superior
- Not combative
- Not trying to win the argument or persuade



## #6: TAKE THE EMOTION OUT OF IT

*Accept* that you don't have to like everyone - it's OK



## #7: Sometimes People Say the Wrong Thing

Out of thoughtlessness,  
carelessness or ignorance

Not because they're mean spirited

Amber:

- doing a deposition in Salina, KS

*Bring it back to business*



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





**Sally and Her New Car**



#8:

Use Four Magic Words

*“I need your help”*

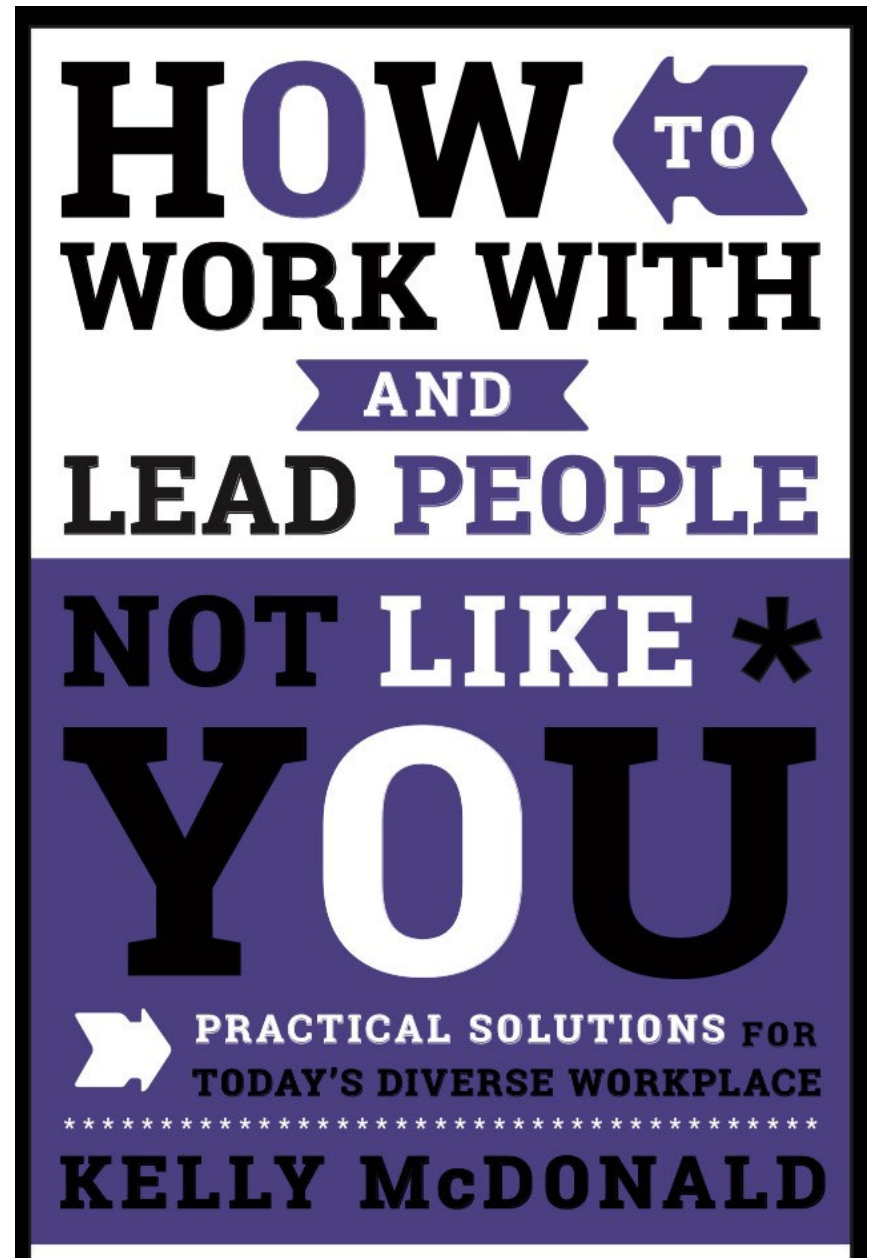


**IF YOU WANT TO GO FAST, GO  
ALONE -IF YOU WANT TO GO  
FARTHER, GO TOGETHER**

An African Proverb



My Book Can Help



QA

A white, cloud-shaped speech bubble sticker is centered on a textured, light brown corkboard background. The sticker has a small tail pointing towards the bottom right. Inside the bubble, the words "Thank you!!" are written in a bold, black, handwritten-style font. The word "Thank" is on the top line, and "you!!" is on the bottom line, slightly indented to the right.

Thank  
you!!

# PPAI Women's Leadership Conference™

PPAI  
Women's  
Leadership  
Conference™