

GLOSSARY OF DIVERSE TERMS

This Glossary of Diverse Terms has been created as a “living document” tool to assist in creating a common Diversity & Inclusion language to foster an Environment of Inclusion within Entities.

ACCESSIBILITY / ACCESSIBLE	<ul style="list-style-type: none"> ◆ Accessibility is the degree to which a product, device, service, or environment is available to as many people as possible. Accessibility can be viewed as the "ability to access" and benefit from some system or entity. ◆ The concept often focuses on People with Disabilities or special need and their right of access, enabling the use of assistive technology. ◆ Accessibility is strongly related to universal design when the approach involves "direct access." This is about making things accessible to all people (whether they have a disability or not).
AGEISM	<ul style="list-style-type: none"> ◆ Refers to negative discriminatory practices based on a person's age, both older and younger ◆ Prejudice or discrimination against a particular age-group and especially the elderly ◆ Refers to stereotyping and generalizing on the basis of age, typically old age, and is spreading to middle age and the younger generations
ANCESTRY	<ul style="list-style-type: none"> ◆ Refers to a person's self-identification of heritage, ethnic origin, descent, or close identification to an ethnic group.
BIAS	<ul style="list-style-type: none"> ◆ A leaning or preference in favor of a particular individual or group (essentially the opposite of prejudice). ◆ Preference without facts (in favor of someone or an idea)
BUSINESS RESOURCE GROUP (BRG)	<ul style="list-style-type: none"> ◆ Internal Employee group that acts as an enterprise resource for: <ul style="list-style-type: none"> ○ Attraction, Recruitment, On-Boarding, Mentoring, Engagement, Development and Retention of top performing diverse talent ○ Insights into key global markets, values, experiences, and cultures ○ Cultural education and awareness for all leaders and employees ◆ Internal Strategic Focus Group
BUYING POWER	<ul style="list-style-type: none"> ◆ Buying Power is defined as the share of total income available for spending on personal consumption, personal interest payments, and savings ◆ Also known as Disposable Income
CIVILITY	<ul style="list-style-type: none"> ◆ Civility is claiming and caring for one's identity, needs and beliefs without degrading someone else's in the process. ◆ Courteous; Politeness; a Polite Action or Expression
CULTURAL ARROGANCE	<ul style="list-style-type: none"> ◆ The mental habit of allowing obsession with superficial differences of others to destroy communication
CULTURAL DIVERSITY	<ul style="list-style-type: none"> ◆ Describes an environment in which people of differing backgrounds teach, learn, live, work, worship and otherwise communicate with each other.
CULTURAL SENSITIVITY	<ul style="list-style-type: none"> ◆ The ability to understand and empathize with a person or a group of people whose demonstrated values, way of life, religion, conventions and possibly language are different from your own. ◆ Awareness about one's cultural assumptions, biases, behaviors, and beliefs. The ability to interact with and understand people from other cultures without imposing one's cultural values.

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CULTURE	<ul style="list-style-type: none"> ◆ <i>It is a learned set of skills, knowledge and beliefs.</i> ◆ <i>The system of common beliefs, shared meanings, accepted behavior patterns, values, assumptions, shared common experiences and traditions that distinguish one group of people from another.</i> ◆ <i>The integrated pattern of human knowledge, belief and behavior that depends upon man's capacity for learning and transmitting knowledge to succeeding generations</i> ◆ <i>The customary beliefs, social forms and material traits of a racial, religious or social group</i> ◆ <i>The shared set of attitudes, values, goals and practices that characterizes a company or corporation</i>
DEMOGRAPHICS	<i>The statistical characteristics of human populations (as age, race, income, etc.) especially used to identify evolving market areas.</i>
DISCRIMINATION	<p>Willful Behavior:</p> <ul style="list-style-type: none"> ◆ <i>Treating someone differently than someone similarly situated without sound business reason (e.g. Scheduling, Discipline, Pay, Expectations, Hiring)</i>
DIVERSITY	<ul style="list-style-type: none"> ◆ <i>The broadest definition of "diversity" covers individual human differences, such as personality and work/learning/decision-making styles, to all the visible dimensions of diversity, such as race, sex, age, etc., to other influences, such as religion, socioeconomic background and education, to work diversities, such as management and union, functional role and level, and proximity/distance to headquarters.</i> ◆ <i>Diversity is about the uniqueness of all individuals, which encompasses different personal attributes, values and organizational roles; and is a process of recognizing, accepting and optimizing differences in the workplace.</i>
DIVERSITY MANAGEMENT	<ul style="list-style-type: none"> ◆ <i>Managing Diversity can be defined as a planned, systematic and comprehensive managerial process for developing an organizational environment in which all employees, with their similarities and differences, can contribute to the strategic and competitive advantage of the organization, and where no one is excluded on the basis of factors unrelated to performance.</i>
EQUAL	<ul style="list-style-type: none"> ◆ <i>Having access to the Same Opportunities</i> ◆ <i>Evenly proportioned</i> ◆ <i>Of the same quantity, size, value, etc.</i> ◆ <i>Having the same rights, ability, rank, etc.</i> ◆ <i>Having the necessary ability, strength, etc.</i>
EQUITY	<ul style="list-style-type: none"> ◆ <i>Fairness, Impartiality</i>
EQUAL OPPORTUNITY	<ul style="list-style-type: none"> ◆ <i>Treating all employees and job applicants equally, without regard to race, sex, etc.</i>
ETHNICITY	<ul style="list-style-type: none"> ◆ <i>A heterogeneous population distinguished by customs or characteristics, a unique language, ancestral, common history and or national origin.</i> ◆ <i>It is not the same as race. Race is a biological heritage.</i>
GENDER EXPRESSION	<ul style="list-style-type: none"> ◆ <i>An individual's physical characteristics, behaviors and presentation that are linked traditionally, to either masculinity or femininity, such as: appearance, dress, mannerisms, speech patterns & social interactions.</i>
GENDER IDENTITY	<ul style="list-style-type: none"> ◆ <i>How we identify ourselves in terms of our gender.</i> ◆ <i>Gender identity refers to the way you understand yourself and your gender. It is about the internal sense of masculinity or femininity that a person feels.</i> ◆ <i>Person's sense of self as being either male or female. Gender identity does not always</i>

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	<i>match biological sex; for example, a person may be born biologically male yet have a female gender identity.</i>
GENERATIONS	<p><i>All the people born at about the same time; sometimes called a generational cohort in demographics. Historians hold differing opinions regarding to what extent dividing history into generations is a useful analytical tool or an improper over-generalization.</i></p> <ul style="list-style-type: none"> ♦ <i>“Cohort-group” can refer to all persons born in a limited span of consecutive years, whose length approximates the span of a phase of life given to be approximately 20 to 23 years, and whose boundaries are fixed by peer personality.</i> ♦ <i>Peer personality generational persona is recognized and determined by common age location, common beliefs and behavior, and perceived membership in a common generation.</i> <ul style="list-style-type: none"> ○ <i>Silent / World War II /Traditionalist Generation: 1922 – 1945</i> ○ <i>Baby Boomer / Sandwich Generation: 1946 – 1964</i> ○ <i>Generation X / GenNext: 1965 – 1980</i> ○ <i>Generation Y / Millennial Generation: 1981 - 2001</i>
INCLUSION	<ul style="list-style-type: none"> ♦ <i>The act of encouraging belonging</i> ♦ <i>Insuring the Part is embraced in the Whole</i> ♦ <i>Taking Everything and Everyone into account</i> ♦ <i>Ensuring all Associates/Employees/Guests/Stakeholders feel valued</i> ♦ <i>“Inclusion” refers to a corporate culture, management practices and interpersonal relationships that support the full utilization of the diverse workforce at all levels and in all functions of the organization.</i>
LGBTQ	<ul style="list-style-type: none"> ♦ <i>Lesbian / Gay / Bisexual / Transgender / Questioning or Queer</i>
MANAGING A DIVERSE WORKFORCE	<ul style="list-style-type: none"> ♦ <i>Understanding, Valuing, and Maximizing the various attributes of all Employees</i> ♦ <i>Not trying to force anyone to be Like You</i> ♦ <i>Fostering an Inclusive Environment</i> ♦ <i>Ensuring there is Equity and Parity</i>
MINORITY	<ul style="list-style-type: none"> ♦ <i>All Federal EEO classifications except White/Caucasian, non Hispanic</i> ♦ <i>A racial, religious, or political group that differs from the larger controlling group.</i>
MULTICULTURAL	<ul style="list-style-type: none"> ♦ <i>A Person who is multicultural has the ability to function effectively and appropriately and can select appropriate behaviors, values and attitudes of other cultures.</i>
NATIONALITY	<ul style="list-style-type: none"> ♦ <i>The status of belonging to a particular nation by birth, origin, or naturalization.</i>
PARITY	<ul style="list-style-type: none"> ♦ <i>Equality in Value and Power</i>
PERSONS OF COLOR	<ul style="list-style-type: none"> ♦ <i>Usually used in place of the word “Minority” when referencing Race/Ethnicity.</i> ♦ <i>Refers to all (US) Federal EEO classifications except White/Caucasian, non Hispanic</i> <ul style="list-style-type: none"> ✓ <i>African American/Black</i> ✓ <i>American Indian/Alaskan</i> ✓ <i>Asian/Asian Indian</i> ✓ <i>Hawaiian/Pacific Islander</i> ✓ <i>Hispanic/Latino</i> ✓ <i>Two or more Races</i> ♦ <i>Non US Locations: Minorities (defined by race, ethnicity, generation) within the country or individuals from a distinctly different country/region</i>
RACE	<ul style="list-style-type: none"> ♦ <i>Race refers to biological ancestry; it is different from ethnicity, which refers to an ancestry related to a country or language</i>

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RACISM	<ul style="list-style-type: none"> ◆ <i>The practice of racial discrimination, segregation, prejudice, bias, bigotry, stereotype</i> ◆ <i>A set of incorrect assumptions, opinions and acts resulting from the belief that one race is inherently/genetically superior to another.</i> ◆ <i>It occurs when people are not treated fairly because of their cultural or ethnic differences and/or the color of their skin</i>
RESPECT	<ul style="list-style-type: none"> ◆ <i>To treat with consideration, value, regard.</i> ◆ <i>To be kind; show courtesy</i> ◆ <i>To value the individual</i> ◆ <i>Respecting the individual needs, talents and differences of those in our community.</i>
SEXISM	<ul style="list-style-type: none"> ◆ <i>The belief, attitude, or behavior that one sex is inherently superior to, more competent than, or more valuable than the other</i> ◆ <i>Discrimination or devaluation based on a person's sex, as in restricted job opportunities; especially such discrimination directed against women.</i>
SEXUAL ORIENTATION	<ul style="list-style-type: none"> ◆ <i>Sexual Orientation means actual or perceived heterosexuality, homosexuality or bisexuality</i> ◆ <i>The preferred term used when referring to an individual's physical and/or emotional attraction to the same and/or opposite gender.</i> ◆ <i>Sexual orientation is not the same as a person's gender identity or expression</i>
STEREOTYPE	<ul style="list-style-type: none"> ◆ <i>Forming a belief about an entire group based on limited experience with individual members of that group.</i> ◆ <i>Ascribe characteristics / perceptions to an entire group based on a small representation</i>
UNCONSCIOUS BIAS	<ul style="list-style-type: none"> ◆ <i>Bias is the process by which the brain uses "mental associations that are so well established as to operate without awareness, or without intention, or without control."</i> ◆ <i>On a daily basis we operate with <u>unconscious bias</u> impacting our interactions and the decisions we make.</i>