

# Real Talk: Strategies for Connecting with People from Different Cultures

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# Disclosures

The following faculty and planning committee staff have no financial disclosures:

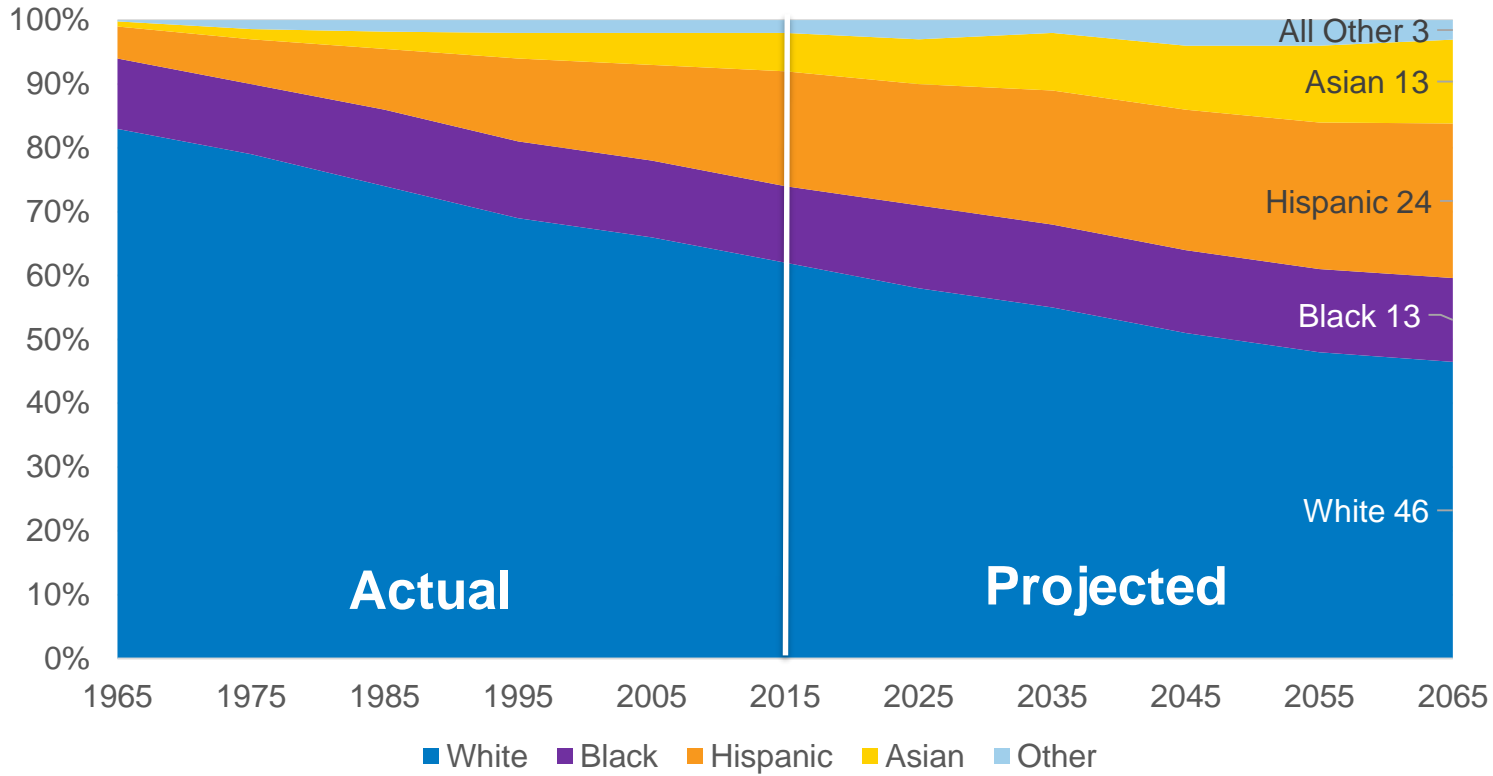
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# Learning objectives

At the conclusion of this session, attendees will be able to:

- Illustrate communication gaps with diverse populations
- Demonstrate strategies to build rapport with diverse populations
- Apply best practices to engage stakeholders from diverse backgrounds in the mission of Be The Match

# The Changing Face of the United States: 1965 - 2065



# The Changing Face of United States

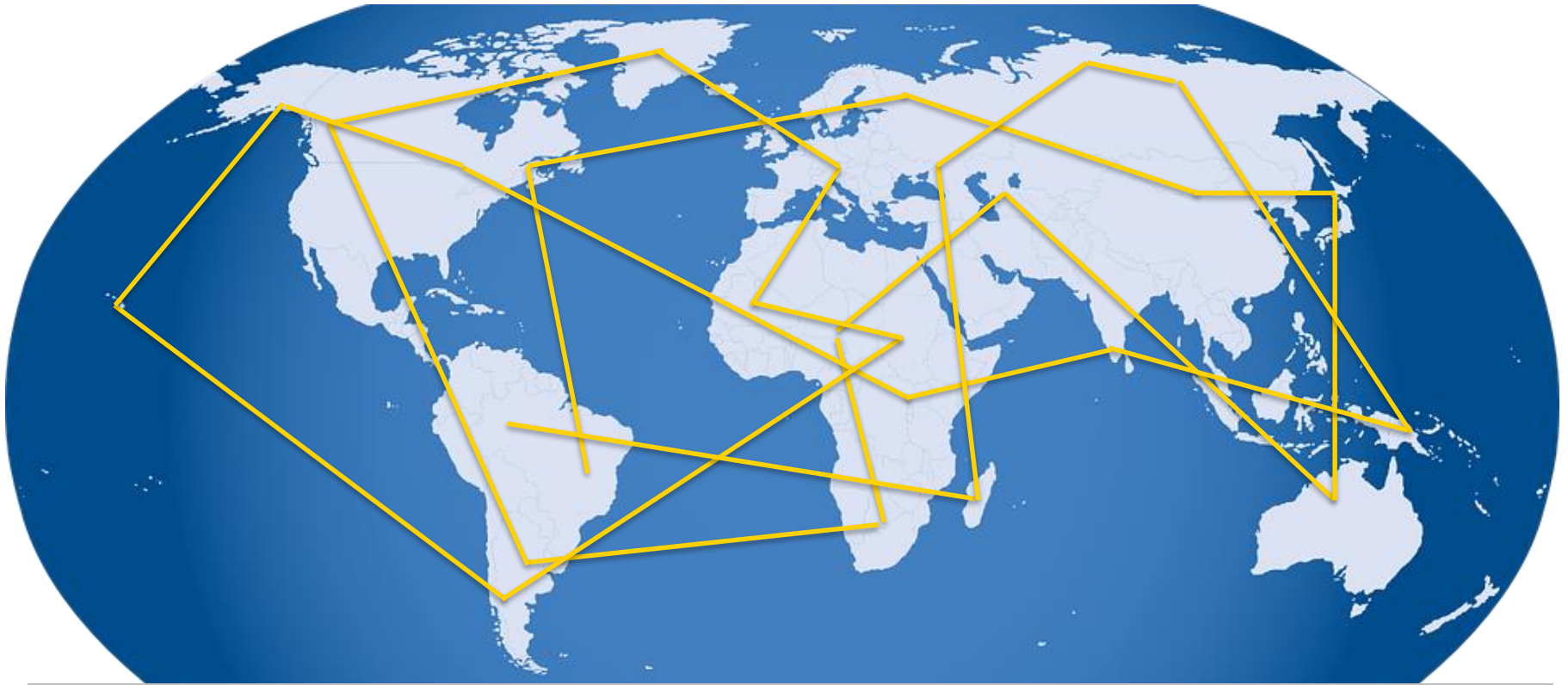


Foreign born individuals = nearly **14%** of population

More than **350 languages** spoken in U.S. homes

Largest source of new immigrants? **Asia** instead of Latin America

Source:



With 1 billion people crossing international borders each year, there is no where in the world from which we are remote and no one from whom we are disconnected



What kind of Asian are you?

# WHAT IS COMMUNICATION?



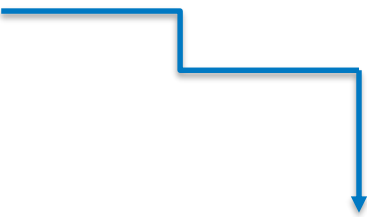
# Communication is...

The process by which people interactively create, sustain, and manage meaning.



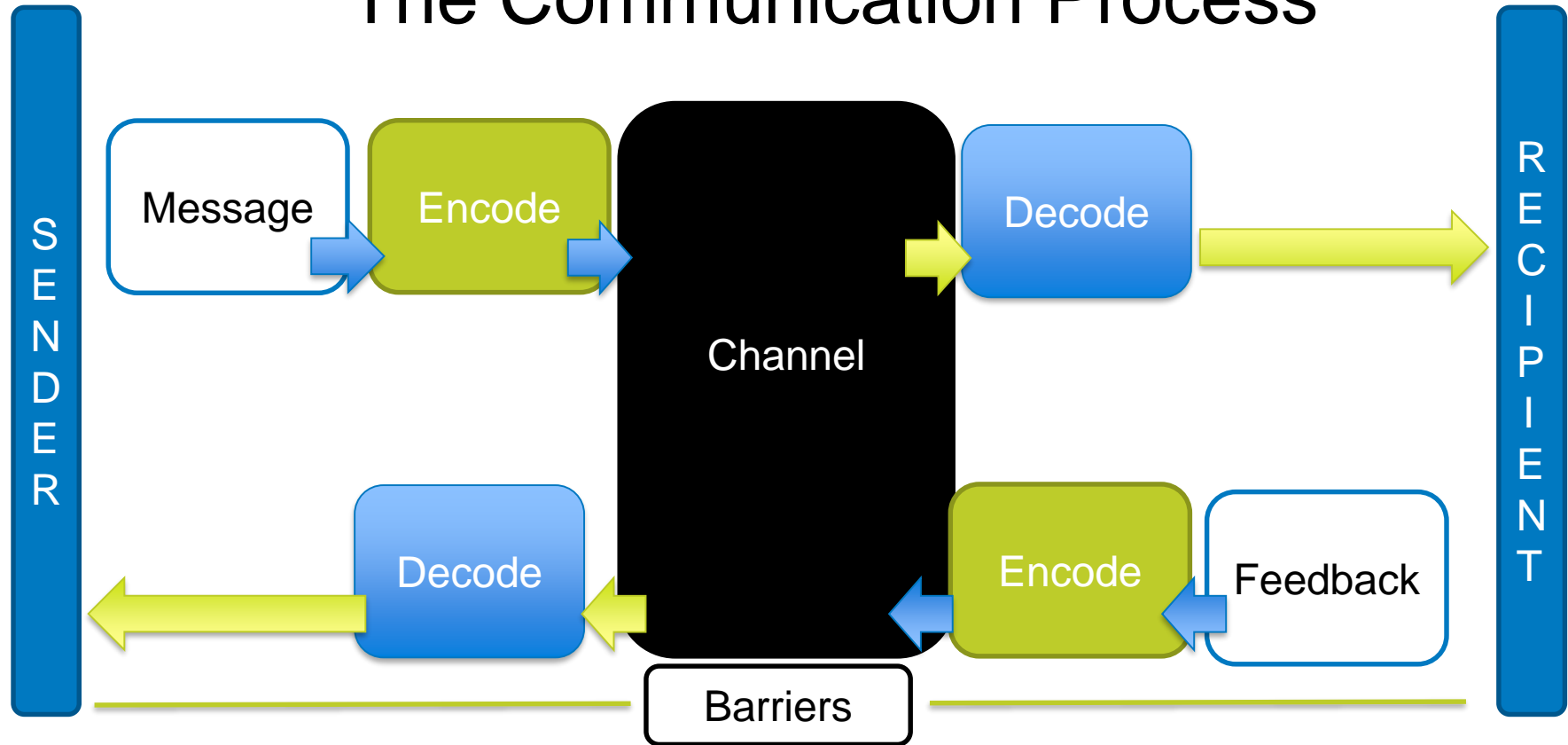
# Communication is...

the very means by which we produce our personal **relationships** and professional **experiences**



“how we plan, control, manage, persuade, understand, lead, love, and so on.”

# The Communication Process



# Factors that Influence Communication

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Attitudes, beliefs, values, and biases

Personality

Perception

Expectations

Background and lived experience

Power and status

Degree of familiarity

Distance or space

Self awareness

“

If you wish to persuade me, you must  
think my thoughts, feel my feelings, and  
speak my language.

- Cicero

”

# PANEL DISCUSSION

# Panelists



Ron Jacob, MD



Kari McCaw, MBA



Alejandra Mejia



Carol Tsang, A3M




Yvonne Ybarra

# PANEL DISCUSSION



# Key Takeaways



Be Genuine

Be  
self-aware

Be  
Flexible

“Diversity and *inclusion* are about giving *value* to every human being, no matter our differences.”

# Additional Questions?

## Contact

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# Evaluation Reminder

Please complete the Council Meeting 2017 evaluation in order to receive continuing education credits and to provide suggestions for future topics.

We appreciate your feedback!