

KING COUNTY GOVERNMENT

# CONVERSATION GUIDE

**The Culture Shift:  
A Conversation Series on Building  
Engagement and Advancing Equity**



**King County**

HOSTED BY ADVISORY 83

# LEARNING EXPERIENCE

## LEARNING SESSIONS 1 & 2 - JUNE 16, 2021

### **Beyond the Buzzwords: Moving From Engagement to Equity (PART 1)**

**Description:** Session 1 gathers employees from levels of local government into an engaging conversation that establishes a foundational understanding of equity and how it lives within government. From bias to awareness, this session addresses the recognition of working collaboratively with people of different backgrounds, this training provides the essential tools toward developing diversity, equity and inclusion (DEI). Together we will clarify what multicultural outreach is as well as unpack the necessary skills needed to craft an inclusive and equitable culture. Participants will also be challenged to practice deep self-reflection and examine areas where leadership can proactively drive the growth of diversity, equity and inclusion.

**Participants will:**

- Define multicultural outreach and outline how it builds inclusive and equitable communities.
- Where to begin and how to implement multicultural outreach that extends into community involvement.
- Learn communication skills and techniques that favor diverse audiences.

### **Beyond the Buzzwords: Moving From Engagement to Equity (PART 2)**

**Description:** Session 2 builds upon Session 1 by reviewing how data analysis and reporting help to ensure a DEI culture continues to grow and work for members working in government. Specifically, we'll examine how data drives action and ensures all members are actively working together towards a DEI culture. Within this section, we'll look at how to collect actionable data, properly analyze it, and build impactful action plans from it. The topics covered in this section should work interdependently with the topics covered from the first session. This section will also provide leaders with applicable communication techniques to utilize in their organization to proactively leverage a culture of diversity, equity and inclusion.

**Participants will:**

- Learn communication and leadership strategies.
- Understand how DEI cultures deliver return on investment (ROI).
- Enhance the overall effectiveness of organizational communication and messaging through cultural awareness and advocacy.

## STRATEGY SESSION - JUNE 17, 2021

### **Building Your DEI Data Dashboard**

**Description:** The strategy session serves to help guide participants to build an actionable diversity, equity and inclusion (DEI) dashboard. The dashboard serves to guide participants to manage and monitor communication engagement goals. By building this dashboard, participants can internally maintain organizational and communication alignment among their constituents. This dashboard will support an annual evaluation to ensure that all members are intentionally building toward an equitable culture.

**Participants will:**

- Assess the best methods to creating action steps/plans.
- Learn how to collect actionable data that influences DEI cultures and environments.
- Ensure measurement systems are in place to encourage innovation and progress.
- Analyze data and detect what information to look for.
- Presenting data and aligning it with DEI goals and moving toward action.

# LEARNING GOALS

At the end of this learning experience, leaders will have the following competencies:

- **AWARENESS:** To gain information and frame of reference; to recognize organizational needs as it relates toward developing a DEI culture; to identify what equitable/inequitable practices look like; to recognize our implicit bias and how we can lead transformative change.
- **ATTITUDE:** To understand how our implicit bias affects our decisions and thought process; to respect and value cultural diversity and other cultures; to have empathy and openness; to have curiosity and discovery; to value the benefits of racial justice; to take actionable steps toward building a culture of inclusion.
- **KNOWLEDGE:** To attract, hire, develop and value talented employees with diverse backgrounds; to have deep understanding and comprehension; to learn about other cultures while withholding judgment; to lead, partner and support DEI initiatives.
- **SKILLS:** To listen, observe, interpret, analyze, evaluate, relate and apply in practice; to lead actionable initiatives, craft/adjust policies and procedures, support culture needs and partner with leadership; to listen, communicate and lead through service and authentic actions; to designing an approach for projects focused on community engagement.

The learning goals presented here are to encourage participants to think about their behaviors and actions while asking how they can improve for the better. Through this lens, the learning goals will encourage empowering attitudes that are intrinsically motivated to support initiatives that organically improve culture and to embody diversity, equity, and inclusion for all attendees. Learning goals are measured as outcomes using the same four competencies in a post-session online assessment.

The outcomes must also position leaders to leverage strengths, sharpen soft-skills and mitigate risks, so that each leader can increase the probability of applying and retaining what they've learned while engaging teams, peers and customers in the share and transfer of knowledge.

All participants will receive a guide as pre-work ahead of the sessions that includes readings, videos, online activities and reflection prompts.