



MFHA'S CULTURAL INTELLIGENCE (CI) INITIATIVE

WHAT IS CULTURAL INTELLIGENCE (CI)?

Cultural intelligence is defined as possessing the knowledge, skills and capability to effectively engage people and groups across different ethnic, racial and cultural backgrounds to deliver better outcomes.

WHY IS CULTURAL INTELLIGENCE IMPORTANT?

Cultural Intelligence is fast become the language of global business. Leaders and organizations that possess higher levels of cultural competency, fluency, empathy, and connectivity will be better positioned to deliver world class business results with individuals and across the enterprise.

THE PROCESS

Acquiring Cultural Intelligence is a process that involves building cultural awareness by first understanding your own cultural IQ. Cultural awareness provides the foundation to build one's Cultural Intelligence, which by ample practice will ultimately lead to cultural fluency.

MFHA'S CULTURAL INTELLIGENCE INITIATIVE

Cultural Intelligence represents the next generation of where diversity and inclusion initiatives are heading. Cultural Intelligence (CI) creates a dialog in the space between Multicultural and Intercultural education and training by leveraging the best practices of both. The Cultural Intelligence approach develops deep knowledge about different cultural groups and then focuses on building skills, and strategies so that leaders and managers can access, sell, and serve multicultural markets more effectively.

BENEFITS OF MFHA'S (CI) INITIATIVE

- Engaged customers spend more money and visit engaging establishments more often
- Engaged employees are more productive, miss fewer days from work, stay with the company longer and deliver better customer service.
- Engaged employees feel more appreciated and ultimately stay with their employers longer.
- Having cultural competency skills allow management to leverage employees to their full potential and capacity.
- Recognizing the cultural motivations and preferences of our customers will lead to increased innovation which will drive sales and revenue.

MFHA'S CULTURAL INTELLIGENCE (CI) SOLUTIONS & SERVICES MENU

Solution: **THE BUSINESS CASE FOR CULTURAL INTELLIGENCE**

Audience: Executives, Senior Leaders from operations, Talent Acquisition & Marketing Professionals

Format: 90 minute presentation, one presenter, unlimited seats

Rationale:

- The 2010 Census data revealed that major demographic changes are dramatically affecting the U.S. workforce and the population in general. How is it impacting your business?
- More Hispanics, Blacks, Asians and immigrants make up the hospitality and foodservice workforce than ever before. How does your brand resonate with multicultural talent?
- C-suite executives are the keepers of the culture in their own companies. How will these changing demographics affect your company culture?
- Human Resource leaders recognize the importance of building a multicultural talent pipeline. Do you possess the insight, skills and connectivity to effectively recruit top diverse talent?
- Operations and marketing executives want to attract more customers in multicultural markets but don't know how. Are you leaving money on the table due to the lack of Cultural intelligence?

Session Description:

This presentation will outline and explain what Cultural Intelligence is, why it's important to our industry and how leaders can build Cultural Intelligence into their action plans for growing their businesses. The session illustrates how Diversity and Inclusion initiatives are evolving into the broader, more global and more timely approach to think with Cultural Intelligence. Cultural Intelligence is having the knowledge, skills, and insights necessary to effectively interact with people from different cultural backgrounds to deliver better business results.

Attendees will:

Leave this session with examples, insights and data that will illustrate the need for building Cultural Intelligence with their employees and customers. The risk element of not embracing Cultural Intelligence will also be addressed.

Member Pricing, Association and non-profit pricing and Customized presentations are available

Solutions: **MFHA “3-D” Cultural Intelligence Experience**
 “Understanding, Managing, and Leading in a Multicultural Marketplace”

Audience: Entire organizations starting with Senior Management

Format: 6-hour workshop with group exercises, 4 presenters, role play and Q&A segments, 150 seats

Rationale:

- Today's workforce is multicultural, multi-generational, and extremely diverse. Are your leaders equipped with the skills and knowledge to develop the next generation of leaders?
- Managing, coaching, and developing multicultural teams that deliver top tier results at headquarters or in the field is a challenge facing leaders across the industry. Are your operators delivering the financial and customer service necessary to make your numbers?
- Cross-cultural and intergenerational conflict among employees, and increasingly with guests, must be managed or profitability and brand image will suffer. How do your unit level managers handle conflict with employees and guests? Do they know how to minimize multicultural risk?

Session Description:

This cultural exploration and learning workshop is the first of its kind in the hospitality industry. The session will provide education, insights, tips, tools, and best practices that will increase multicultural employee / customer engagement, which can ultimately help raise the top and bottom line of your organization. Cultural identity is explored with sensitivity and respect while exposing attendees to the experiences, beliefs and expectations of Asians, Blacks and Latinos (3-D) in America.

Attendees will:

Be introduced to the concept of “Building Cultural Intelligence”. They will learn about best practices and tools to engage multicultural employees to increase bottom line business results. Attendees will gain insights and learn the fundamentals about reaching Asian, Black, Latino and other multicultural groups with a relevant and compelling brand message.

Pricing: *1-hour follow up Webinar included in the price*

Also available:

One Dimension “CI” Experience	<i>(3-hour interactive session, 150 people, 2 presenters)</i>
Unit Level Operator Workshop	<i>(2-hour interactive session, 100 people, 2 presenters)</i>

Member Pricing, Association and non-profit pricing and Customized presentations are available

Service: **Multicultural Employment Branding and Talent Acquisition Consulting**

Audience: Talent Acquisition and Human Resource Executives/Directors/Managers

Format: Consulting services delivered live and through online technology, individual or team

Rationale:

Due to the changing demographics and aging population, the pool of qualified talent with potential to lead in the food and hospitality industry is shrinking. The workforce is also more multicultural and less White. This means that sourcing top talent from Asian, Black, Latino and other multicultural communities will have to become a priority. Companies that build a strong employment brand that resonates with multicultural students, professionals, universities and community organizations will win the war for talent.

- Do you know how multicultural youth view your brand as a place to work?
- What do your current multicultural employees say about their work experience at the company?
- Is your brand seen as being minority friendly, LGBT friendly and gender friendly?

If you cannot answer these questions with confidence then the MFHA Employment Branding Service is the solution for you.

Service Description:

This service will deliver "culturally relevant" consulting, strategy development and coaching services to effectively engage talent from Asian, Black, Latino and other cultural groups. The goal is to provide strategies to build a multicultural employment branding initiative. A combination of live meetings, phone calls and virtual communications will be used to create a compelling brand story that will resonate with emerging talent.

Assessment Package

- In-person consultation to establish scope and objectives
- Complete multicultural brand audit and assessment
- Develop multicultural strategy and recommendations
- Written report with resource guide

Execution Package

- Assessment Package plus
- Develop and design implementation plan
- Create measurement, tracking and outcome guidelines
- Implement the plan with company talent acquisition team
- Assess initial results and make adjustments
- Follow-up report on results of the plan

Member Pricing, Association and non-profit pricing and Customized presentations are available

Solution: **Multicultural Career Acceleration Workshop**

Audience: Affinity, Network or Employee Resource Groups (ERG's)
High Potential Talent, New Hires, Career Changers, Mid-level Managers

Format: 3-hour interactive workshop, 2 presenters, 75 seats, role play, exercises and homework
1-hour follow-up webinar for members

Rationale:

Individuals must take ownership of their personal career development. This is especially true for minority and multicultural talent as it is not uncommon for these individuals to be the first in their family to work in a corporate setting. The sooner these employees learn the behaviors and norms of the company culture, the more success they will have with their careers.

Session Description:

This workshop is designed to help employees understand their role in creating their own career development road map. Workshop leaders will share strategic insights, tools, tips, and best practices to help attendees manage their day-to-day interactions more effectively.

Attendees will:

Learn how to leverage their Performance Appraisal (PA) to identify clear action steps for success. They will be shown the importance of managing up, sideways, and outside their department and they will hear strategies for managing conflicting priorities in the workplace.

Member Pricing and 1-hour follow up Webinar are available

Service: **Multicultural Up-Coaching and Executive Coaching**

Audience: Multicultural Mid-level Managers, Supervisors of Multicultural Staff, Diversity Officers, C-suite Executives

Format: Live in-person and through technology (*telephone, Skype, video conference*)
3 months, 6 months, or 1 year coaching intervals; weekly 1 hour sessions

Rationale:

The world's most talented athletes have coaches. So do CEO's and presidents of top corporations. Coaching has proven effective for top athletes and executives. Similarly, it is effective with rising multicultural talent in a corporate environment. Multicultural employees have a greater need for coaching because they tend to be under-exposed to corporate life, lack mentors and often times do not know the "rules of the game". As a result Asian, Black, and Latino employees are not being promoted at the same rate as their White counterparts. As companies recruit top multicultural talent they need to coach these high potential employees so that the company can retain their investment.

Description:

MFHA's coaching services start with a live meeting (in-person or online) with the hiring authority to outline the objectives and desired outcomes of the coaching service. An assessment, background brief and other relevant information on the individual to be coached will be collected and reviewed. A live meeting will then take place between the MFHA Coach and the employee to review objectives, establish rapport and set a meeting schedule. The Coach and Employee will meet regularly and the hiring authority will receive progress reports at agreed upon intervals.

Note: confidential check in with supervisors. Multicultural Crisis Management Coaching also available.

Member Pricing, Association and non-profit pricing and Customized presentations are available

Workshop: **“3-D” Multicultural Marketing – Your Brand, Your Employees, Your Customers**

Audience: Senior Management, Marketing, Talent Acquisition and Sales Professionals

Format: 3-hour interactive workshop, 4 presenters, 100 seats, group exercises

Rationale:

The growth of multicultural markets in the U.S. is unprecedented. Knowing how to reach this diverse audience of consumers and potential employees can be the difference between business success and failure. Knowing how your brand is perceived by different cultural groups is information every company needs to know in order to build brand value. In this new multicultural world, companies need to be educated on how to effectively engage Latino, Black, Asian and other emerging multicultural groups or they may put the brand at risk.

Description:

The workshop teaches the fundamentals about reaching Asian, Black, Latino and other multicultural groups with a relevant and compelling brand message. Whether a company is trying to sell and market a product/service or trying to recruit multicultural talent, this workshop will teach them the fundamentals of good multicultural marketing. Participants will leave the session with insights, tools and guidelines that will help make their marketing messages “pop” with multicultural audiences.

Also Available:

“1-D” Multicultural Marketing *Single Group Focus– (Asian, Black, Latino or LGBT)*

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