

# Culturally Competent Coaching

How to Create, Build and Repair relationships with Generation Z'ers

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# SPEAKER

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## Licensed Psychologist

- School, Hospital, Correctional Facility
- UW Madison Sport & Clinical Psychologist
- Team Psychologist Milwaukee Bucks
- NFL Clinical Advisory Team
- Nike EYBL
- Social Justice Reformer





# AGENDA

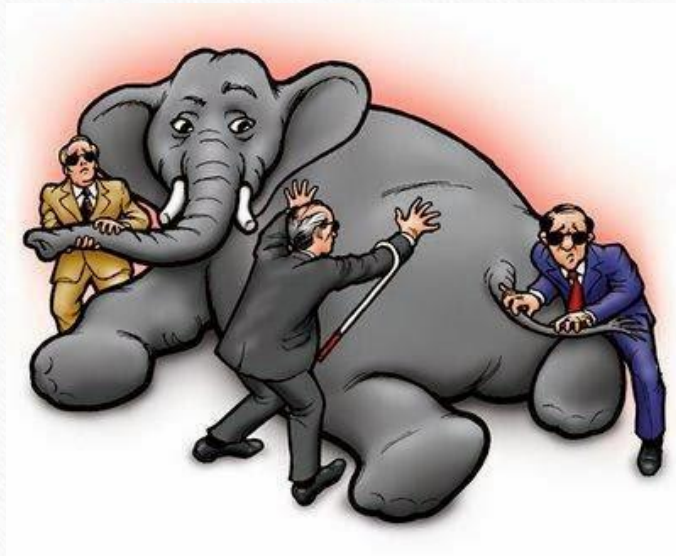
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- Culturally Competent Coaching 101
- Hearing, Listening (and texting) to Authentic Voices
- ONE TEAM- We are all in this together! The power of Allyship

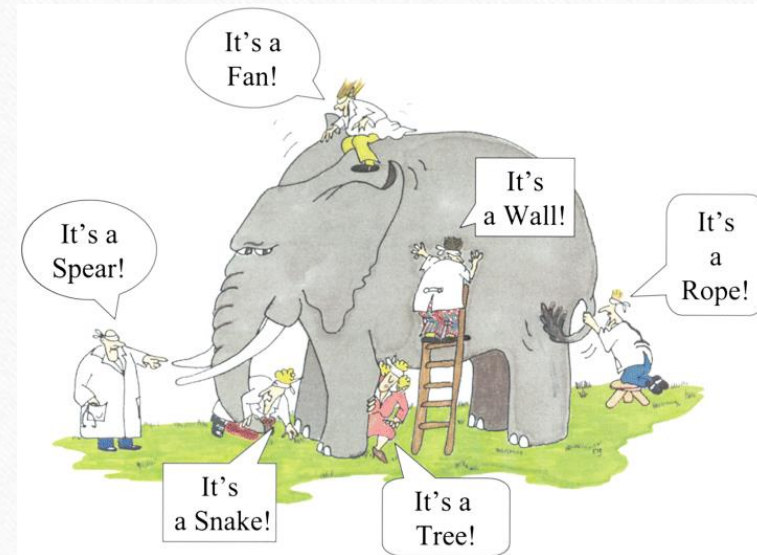
# Culturally Competent Coaching

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What do you See



So many other ways to See it





# Cultural Evolution



**TABLE 1.** Comparison of identity formation models

ERIKSON'S STAGES OF PSYCHOSOCIAL DEVELOPMENT	WHITE RACIAL IDENTITY MODEL (HELMS)	PEOPLE OF COLOR IDENTITY MODEL (CROSS)	BIRACIAL IDENTITY MODEL (POSTON)
<ul style="list-style-type: none"> <li>• trust vs. mistrust</li> <li>• autonomy vs. shame and doubt</li> <li>• initiative vs. guilt</li> <li>• industry vs. inferiority</li> <li>• identity vs. role confusion</li> <li>• intimacy vs. isolation</li> <li>• generativity vs. stagnation</li> <li>• ego integrity vs. despair</li> </ul>	<ul style="list-style-type: none"> <li>• contact status</li> <li>• disintegration Status</li> <li>• reintegration status</li> <li>• pseudo-independence status</li> <li>• immersion/emersion status</li> <li>• autonomy status</li> </ul>	<ul style="list-style-type: none"> <li>• pre-encounter status</li> <li>• encounter status</li> <li>• immersion/emersion status</li> <li>• internalization status</li> <li>• internalization/commitment</li> </ul>	<ul style="list-style-type: none"> <li>• personal identity</li> <li>• choice of group categorization (monoracial identity)</li> <li>• enmeshment and denial</li> <li>• appreciation of multiple identity and exploration of heritages</li> <li>• integration and valuing of multicultural identity</li> </ul>



## Ethnic Identity Model

Assimilation	High	<b>High Assimilation/Low Ethnic Identity</b> <ul style="list-style-type: none"> <li>Identifies more as an American than as a Latino</li> <li>May speak little if any Spanish</li> <li>Feels at home in the dominant culture</li> <li>More likely to marry a non-Latino</li> <li>May be trying to distance themselves from Latinos or Hispanic culture</li> <li>Could possibly feel shame with ethnic identity (though not always)</li> <li>In friendships and social patterns relates to a high number of non-Latinos</li> </ul>	<b>High Assimilation/High Ethnic Identity</b> <ul style="list-style-type: none"> <li>Moves back and forth between American and Latino cultures easily</li> <li>Might easily date or marry a person from any race or ethnicity</li> <li>At times feels at home with and distant from both cultures</li> <li>Can be/feel assimilated into majority culture but still retain a strong sense of ethnic identity</li> <li>Are interested in keeping their ethnic heritage alive and are quite knowledgeable about it</li> <li>Can serve as a bridge between cultures</li> </ul>
	Low	<b>Low Assimilation/Low Ethnic Identity</b> <ul style="list-style-type: none"> <li>Aren't at home in either of the two cultures in which they find themselves</li> <li>Can find themselves in this stage due to rejection by either majority or minority culture (and often both)</li> <li>Can feel estranged, disenchanted and disillusioned</li> </ul>	<b>Low Assimilation/High Ethnic Identity</b> <ul style="list-style-type: none"> <li>Identify more closely to their ethnic community than to majority culture</li> <li>May include ethnic minorities who feel white society will never treat them as equals</li> <li>Most likely will marry another Latino</li> <li>May have little interaction with majority culture in their daily life</li> <li>Likely to reflect Latino culture in language, tastes and dress</li> <li>Can include first generation Latinos who prefer speaking Spanish over English</li> </ul>
		Low	High
		Ethnic Identity	



# Nigresence

- William Cross, 1991

Stage	Identities	Description
Pre-Encounter	Miseducation	Association of only negative stereotypes with the African American community
	Assimilation	Low race salience; pro-American racial group orientation
	Self-Hatred	Rejection of African American group membership
Encounter	—	—
Immersion-Emersion	Intense Black Involvement	Overromanticization of the “Black experience”
	Anti-White	Rejection of everything White
Internalization	Afrocentric	Focus on empowering the African American community
	Biculturalist	Focus on African American community and one other salient cultural orientation
	Multiculturalist	Focus on African American community and many other salient orientations

# Every Voice Every Day

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- Audio has to match the video (Social Learning).
- Create an environment conducive for authentic and courageous conversations.
- Can't fight this war with last war strategies. (Generation Z)



# Generation Z'ers

	Marketing Preferences	Best Ways to Communicate
<b>Baby Boomers (1946-1964)</b>	<ul style="list-style-type: none"> <li>• Prefer you target their life stage, not their age</li> <li>• Trust brands with history and heritage</li> <li>• Typically search for information through mail, email, and tv</li> </ul>	<ul style="list-style-type: none"> <li>• Direct Mail</li> <li>• Coupons</li> <li>• Print Ads</li> <li>• Newspaper</li> </ul>
<b>Generation X (1965-1981)</b>	<ul style="list-style-type: none"> <li>• Don't like aggressive sales tactics</li> <li>• Tend to be savers</li> <li>• Tend to be more conservative than Baby Boomers</li> <li>• Often overlooked by brands and marketers</li> </ul>	<ul style="list-style-type: none"> <li>• Direct Mail</li> <li>• Catalogs</li> <li>• Newspapers</li> <li>• Coupons</li> </ul>
<b>Millennials (1982-2000)</b>	<ul style="list-style-type: none"> <li>• Recommendations from friends and reviews are important to them</li> <li>• Prefer their marketing over multiple social channels</li> <li>• Like seeing real people in marketing</li> <li>• Prefer when you use print collateral to drive them to online and social channels</li> <li>• If they like a product or service, they often become a spokesperson for the company or brand</li> </ul>	<ul style="list-style-type: none"> <li>• Social Media Incentives</li> <li>• Rewards/Loyalty Programs</li> <li>• Direct Mail</li> </ul>
<b>Generation Z (2001-Present)</b>	<ul style="list-style-type: none"> <li>• Don't trust big brands</li> <li>• Love technologically-minded brands with purpose</li> <li>• Influencer strategies work well with this group</li> <li>• Can sort through large amounts of information quickly</li> </ul>	<ul style="list-style-type: none"> <li>• Augmented reality and video combined with printing options</li> </ul>

## The Different Generations

Generation	Born Approx.	Key characteristics and benefits to the workplace
Silent	1929-1945	Respectful of authority and tradition. Loyal to their employers. Hard-working, detail-oriented, focused, possess emotional maturity.
Boomer	1946-1964	"Work to live" philosophy; 're-defining' retirement; conservative; dedicated, experienced, knowledgeable.
Gen X	1965-1980	Hard-working and tech 'literate'; focus on work-life balance - flextime, telecommuting and job sharing. Independent but collaborative, adaptable, willing to change the status quo.
Gen Y - Millennials	1981-1992	Smart, easily bored; eager to move up; short-term focus; individualistic; challenging of authority; needing constant stimulation, variety and challenge. Optimistic, tech savvy, tenacious; team oriented and socially responsible.
Gen Z	1993-present	Self-directed; capable of processing information quickly; smart; less likely to be team oriented; able to process large amounts of information; creative and tech oriented.

# ALLYSHIP- Remember the Titans



- Humanity
- Shared Experiences
- Culture
- You



# Q & A

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- Questions and Answers

# Great Reads & Movies for Shared Experiences

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- Mind Gym
- Think Like a Warrior
- Grit
- The Champion's Mind
- The Energy Bus
- Mastery
- Relentless
- The Alchemist
- Remember the Titans
- McFarland USA
- Race
- Hoop Dreams
- Invictus
- The Express
- Rudy
- Pride





# Contact Information

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