



Key Mindsets for Inclusive Business and Community Outreach



RURAL DEVELOPMENT INITIATIVES

Tremendous Thanks!



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**MAIN STREET
AMERICA™**

Coordinating Program

OREGON MAIN STREET



RURAL DEVELOPMENT INITIATIVES



Meet the Presenters



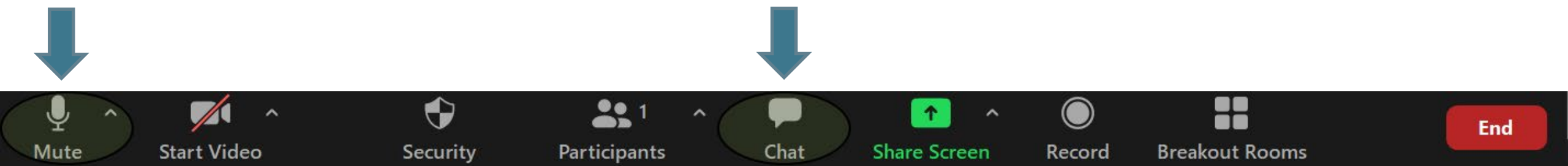
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Join Us in a Learning Space...

- 🍃 Please keep muted when not speaking
- 🍃 Use chat feature for questions and comments
- 🍃 Use 'Speaker View' (upper right corner)



RDI  **strengthens rural
people, places, & economies
in the Pacific Northwest.**

www.rdiinc.org

Land Acknowledgement

Coquille

Cow Creek Umpqua

Takelma

Tolowa Dee-ni'

**Confederated Tribes of
Siletz Indians**

**Confederated Tribes of
Grand Ronde**

Purpose of Session

To help main street leaders better understand your local entrepreneur/business community, identify gaps in services, and develop sustainable efforts and programming that promote inclusion, equity, and diversity.

Guidelines

- 1. Listen for understanding** *as opposed to reply, or agree*
- 2. Embrace discomfort** *as a learning opportunity*
- 3. Speak from your experience about your truths; use “I” statements**
refrain from speaking for a/the group
- 4. Differences are welcomed and OK** *what is your own authentic analysis?*
- 5. Replace judgement with curiosity** *in yourself and interactions with others*

Introductions



- Name, organization, place
- When you have moved to a new community, what are the first things you do to get involved?

Three Steps Towards Inclusivity



Knowing Your Community



Assessing the Community



Developing Culturally Appropriate Services



Knowing Your Community

Who is in your business community?

What programs exist and who are they tailored to?

Research Tools

Oregon by the Numbers: <https://www.tfff.org/oregon-numbers>

Census Data: <https://data.census.gov/>

Other Local Data sets and information resources?



Assessing the Community

What services do different groups need, and how do they need them to be delivered?

Assessment Approach

How

Informal business interactions

Focus Groups

Surveys

What

What types of support/services does this group need?

In what way should services be delivered?



Developing Culturally Appropriate Services

*Developing programs that
address priorities identified by
all of the communities you
aim to serve*

Key Mindsets for Providing Inclusive Services and Partnering Across Differences



Extraction ↔ Relational Mindset

Approaches:

- Shift from “I” to “we.”
- Center the mission rather than the organization.
- Shift from “doing to” to “doing with.”
- Decision-making processes include those who are most impacted.
- Shift from transactional approach to long-term partnership approach.

“If you have come to help me, you are wasting your time. But if you have come because your liberation is bound up with mine, then let us work together.”

–*Australian Aboriginal Elder Lilla Watson*

Need Based



Asset Based

Approaches:

- Understand and acknowledge that underprivileged people bring integral, unique, and essential values, skills, and knowledge to our society, and problems we seek to address. Those who experience a problem often have the context and information to solve it.
- Build awareness of strengths and assets through relationships.
- Shift power to the individuals or community impacted.
- Design programs that leverage and build on strengths to address disparities and challenges.



“If you focus on people’s weaknesses, they lose confidence.” –*Tom Rath*

Current Future ↔ Historical Context

Approaches:

- Learn about organizational and cultural histories to inform current and future.
- Explore systems thinking and how it can inform human behavior and cultural norms.
- Understand systems of oppression and exclusion and how they are connected to policy and resources.
- Partner across difference to create innovative solutions.

“Every system is perfectly designed to get the result it gets.”

–Paul Baralden, M.D. & Dr. W. Edwards Deming

Dominant Culture ↔ Multicultural Orientation

Approaches:

- Develop relationships with those who are from different cultures.
- Voluntary displacement activities, when engaged in thoughtfully and authentically, can build connection and provide data related to cultural difference.
- Engage those from the culture you hope to work with in decision-making and program design – or consider shifting all power and decision making to those most impacted.



“The American idea of racial progress is measured by how fast I become white.”
—James Baldwin

Group Discussion: Key Mindsets

- Which mindsets are attracting your attention?
- Which key mindset your organization is already good at?
- Which one feels challenging and you would like to develop?
- What partnerships might be able to support this work?
- What is something you want to try next?



Thank you