

# Multicultural Engagement:

*Burst Your NW Liberal Bubble*



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With Reham Elkhayat and Sam Rodriguez

Out & Equal NW Regional Summit  
6/12/15



# About Us: Allies



**ZENA**  
CONSULTING

Find More Diverse Customers



**Hannah Cultural Solutions**  
Cross-Cultural Communication



# Our Goals

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1. Explore NW and traditional values
2. Demographics on emerging majorities
3. Discuss generational differences
4. Use Allies as Crossing Guards





# The NW Salad Bowl is Special

- Organic
- Locally sourced
- Picked by workers paid \$15 per hour





# Signs of NW Myopia

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1. Assume liberal values are the norm
2. Unfamiliar with traditional cultures
3. Dismiss value of organized religions
4. Impatient: “why can’t they adjust?”





# Closed-Minded Liberals?

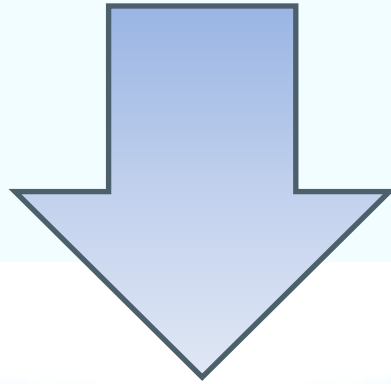
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*“For a group that is demanding more tolerance, the zero-tolerance policy for opposing viewpoints is chilling.”*

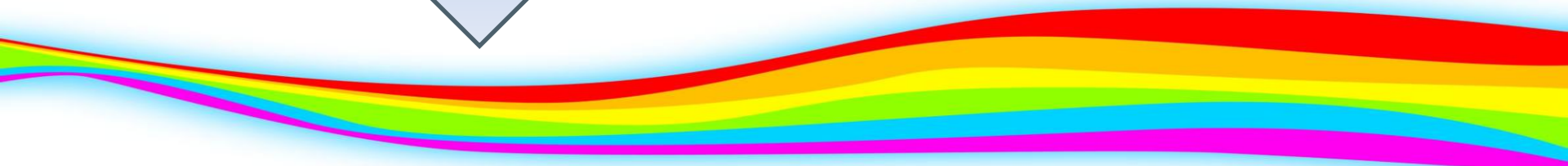
*S.E. Cupps*



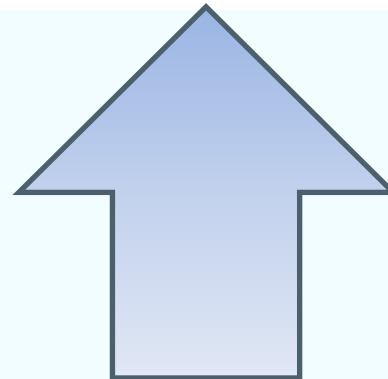
# LGBT & Traditional Cultures



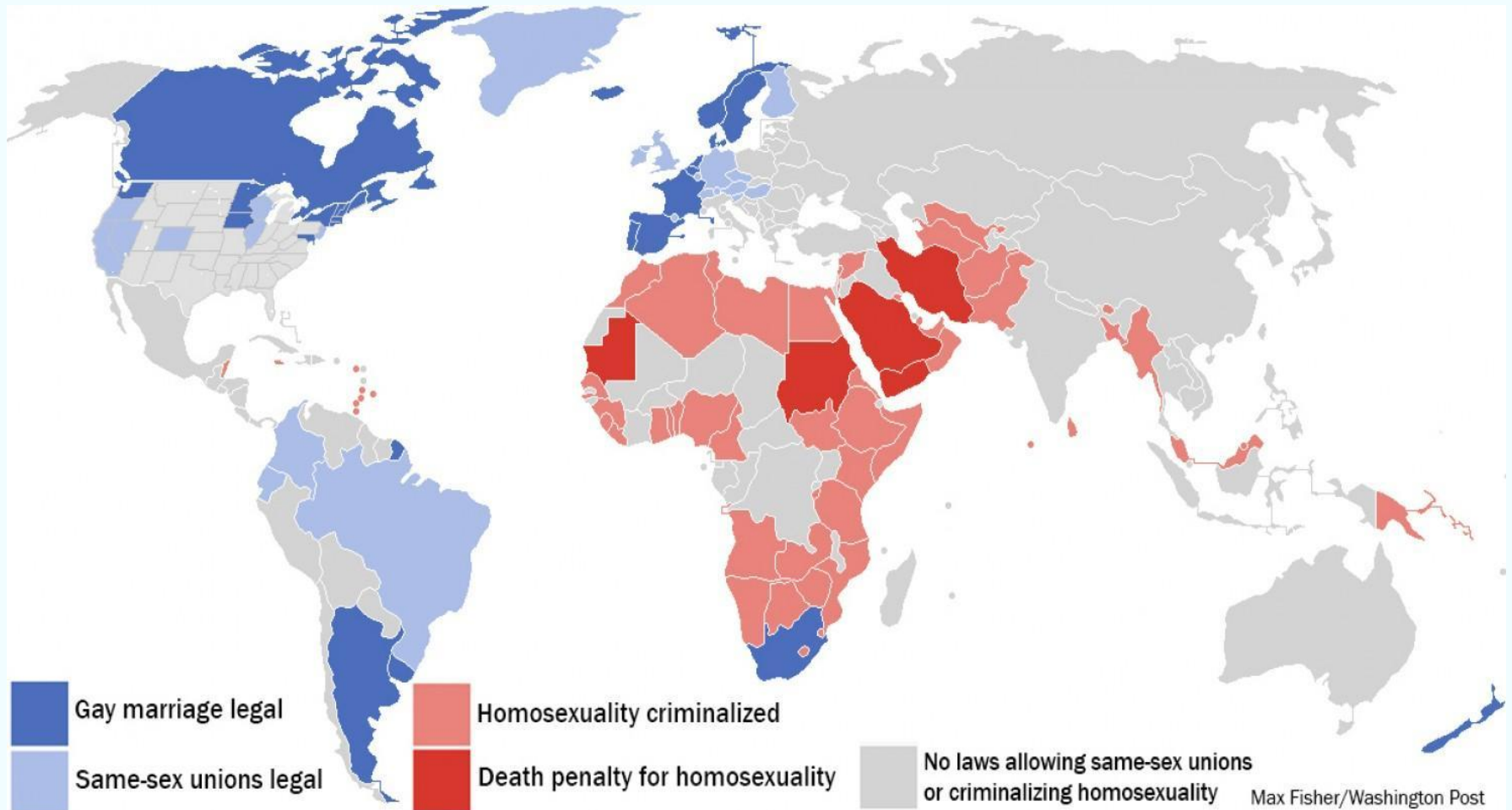
HIGH CONTEXT



LOW CONTEXT



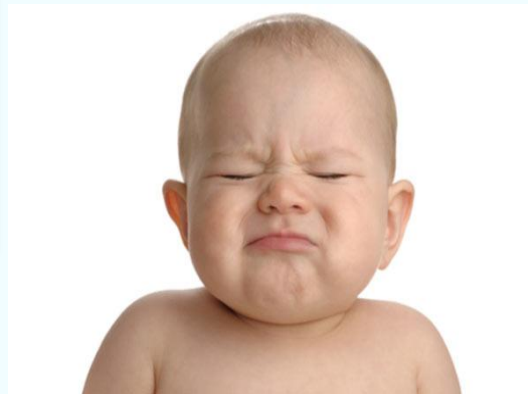
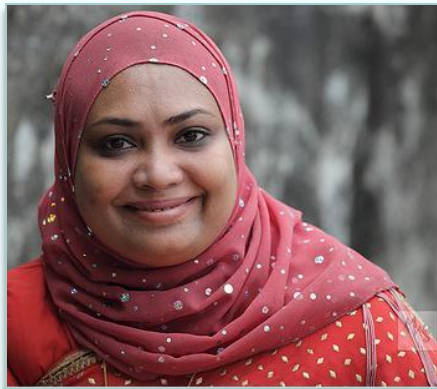
# Global View of Gay Rights





# Local is Global

New Americans comprise 50% of our region's population growth.



Source: Puget Sound Regional Council

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# WA Hispanics & U.S. Latinos

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1. Hispanic population is 12%
2. Median age is 23
3. 65% are native-born



Pew Research Foundation



# American Muslims

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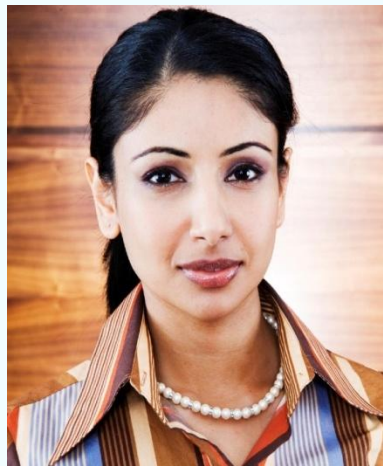
1. Fastest growing religious group
2. Islam in the U.S. is more moderate
3. Highly diverse: different nations, customs, levels of practice, and values



# Emerging Majority Mindset

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- Accept us - we have arrived
- We helped make this country
- We drive the mixing of cultures



# Sexuality & Traditional Cultures

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1. Value Collectivism over Individualism
2. Sex is a taboo topic in many cultures
3. If an issue will disturb community & family harmony, *'silence is golden'*.



# Values: Freedom or Harmony?

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1. Collectivism is the norm
2. Maintain neutrality
3. Focus on similarities & goals
4. Use Allies as Crossing Guards\*

\* Learn more about Global Crossing Guards at [zenaconsulting.com](http://zenaconsulting.com)





# Thank You!



## Cross-Cultural Marketing & Outreach

To learn how you can find more diverse customers/clients call Lee Mozena at 206.368.9608 or email:

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