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CLOWN

LEADER'S GUIDE



INTRODUCTION

About This Program

This training program, *Clown*, is a unique, thought provoking and entertaining look at diversity. The film follows the lives of three 'Clown-Americans' and their families as they make poignant observations about life on the other side of stereotypes inspired by their clown heritage. Combining drama and comedy the story explores the negative effects of bias, racism and prejudice. Viewers are inspired to take a fresh look at their personal assumptions and interactions in our diverse society. We have designed this user-friendly program to provide maximum support while allowing flexibility and content options for your facilitation. The program illustrates racial bias, prejudice and discrimination, but also includes references to the biases that exist based on ethnicity, language, ability/disability, and religion.

This facilitator's guide provides background information, discussion questions, exercises and PowerPoint® presentation screens on each of these areas of diversity. The DVD version of this program is divided into diversity concept areas such as discrimination, trust, respect, acceptance and tolerance. The guide is designed with customization in mind, enabling you to build a program specifically addressing your organization's culture and current training needs. You may choose to use one module at a time, or blend several together for one comprehensive training program. If the program runs for more than two hours, we recommend showing the program or specific scenes a second or even third time. The program is very powerful, and will reinforce the content of your training program each time it is viewed.

Training points have been created to provide visual aids when sharing important training material, or reviewing content of the program. Video links are included to provide visual reinforcement of some of the training points.

Resource materials are available when playing the DVD in a DVD-ROM drive. A PowerPoint® presentation has been included for your use. The customizable version is available for you to add specific information for your company. Tips for customizing this presentation are included at the end of this guide.

A quiz has been included in the DVD version of this product. This quiz is designed to be used following a discussion using the PowerPoint presentation. In addition, an alternate quiz has been included in the program handout *Respecting Our Differences*. Either becomes an excellent assessment tool to be used following the program.

TRAINING MATERIALS

You will need:

- ✓ A training room located away from major distractions or interruptions
- ✓ A comfortable arrangement of chairs and tables, preferably in a circular pattern, with an opening for the TV monitor and other visual aids (Be certain that participants can easily see both the visual aids and each other, to help facilitate the exchange of ideas and observations.)
- ✓ Adequate lighting that can be adjusted while viewing the program
- ✓ A location from which the trainer/speaker can lead discussions
- ✓ The training program, *Clown*
- ✓ TV and VCR or DVD player/computer with projector
- ✓ A copy of the class agenda for each participant. The agenda should be as specific as possible, including discussion topics, break times, etc.
- ✓ A Clown handout, pencil and notepad for each participant
- ✓ A flipchart or a dry-erase marker board with markers
- ✓ A computer with PowerPoint software and the PowerPoint presentation.

PREPARATION

Preparation is the key to effective training. There are several things you need to do prior to the session.

Define the Objectives of this Presentation

Objectives should coincide with the particular needs of your organization and reflect the content of this program. Here are some objectives that may be achieved by a properly conducted session based upon *Clown*:

- Identify your current biases.
- Look beyond race, a random genetic occurrence.
- Value a multicultural, pluralistic society.
- Communicate with English-as-a-second-language co-workers.
- Create an organization open to religious and spiritual diversity.
- Accommodate and work with those with differing abilities.

The DVD format of this program includes a different set of objectives:

- Examine the effect biases, stereotypes and prejudice has on people
- Explain the effects of discriminatory behavior
- Describe how bias impacts trust
- Discuss acceptance and tolerance of others
- Identify ways to capitalize on diversity in the workplace.

Determining your objectives in advance helps you identify the best approach to take for the training sessions. Each objective can accommodate different presentation approaches.

Audience

All employees within your organization will benefit from the training program. The training group size should range between 10 and 20 people. When the group is too large, individual participation and attention may be lost. Some of the exercises in this program require the participants to work alone, while other exercises involve group discussion.

Invite Participants

Send out letters or memos to participants or post a notice two weeks in advance of the training date. State location, date, time and meeting agenda.

Sample Invitation

Date: January 9, 20_
To: All Employees
From: Monica Townsend, Human Resources
Re: All Employee Training Session

Please plan to be at the training session on January 23, at 1:30 pm. We will be meeting in the main conference room for a 90-minute session. If for some reason you are unable to attend, please contact me at 768-9226 as soon as possible. By the end of this session, you will have an opportunity to:

- Identify your current biases.
- Look beyond race, a random genetic occurrence.
- Value a multicultural, pluralistic society.
- Communicate with English-as-a-second-language co-workers.
- Create an organization open to religious and spiritual diversity.
- Accommodate and work with those with differing abilities.

Your time in training will be spent as follows:

Introduction/Icebreaker	15 minutes
View Program	15 minutes
Discussion	20 minutes
Training Exercise	10 minutes
Training Exercise	10 minutes
Training Exercise	15 minutes
Evaluation & Summary	5 minutes

We look forward to seeing you at 1:30 p.m. on January 23.

PRESENTATION TIPS

Overcoming anxiety

The best way to overcome anxiety when speaking before a group is to be prepared. Although it's natural to feel nervous, your sweaty palms will disappear once you focus on what you are saying and how useful it will be to the participants.

The importance of introducing the concept of diversity in the workplace to your colleagues is one of the most important topics you will teach, and you will want everyone to understand and benefit from the training. Therefore, concentrate on what you want people to understand; place your attention on the objectives of the course rather than on yourself, and your presentation will flow naturally.

Choosing your vocabulary

Don't lose your audience by using words that are too sophisticated. It's more effective to use the same language that you would use if speaking to each person individually. There is such a thing as being too formal, and stiffness and formality will make it harder to capture your audience's attention.

Getting rid of the “umms”

One of the most annoying mistakes a speaker makes is saying “umm” every time there is a break between thoughts. Don't feel as though every second has to be filled with sound. If a pause between thoughts occurs (and it is a quite natural occurrence) simply remain silent while you consider what you're going to say next. Regardless of how it might feel, the silence really won't be long, so don't worry that it will weaken your presentation. In fact, the occasional silence can strengthen a presentation by lending credibility to the speaker, whom the audience will perceive as being more in control.

Controlling the speed and tone of your voice

You will put your audience to sleep if you speak too slowly, and they won't be able to follow the content if you speak too quickly. If speaking too slowly doesn't put your audience to sleep, a monotonous tone will surely do it. The “monotonous-tone syndrome” is another example of how the notion of some required formality can cripple a presentation. Once again, the best guideline is to speak to your audience as if you were having a conversation with an individual, rather than lecturing a group.

Sticking to the schedule

Begin the session on time and restart the session promptly at the end of each break. Explain that, except for emergencies, messages will be taken for the participants during the session, and distributed to them at the end of the session.

Asking for questions

Ask for questions throughout the session. Do your best to be prepared for all types of questions, but don't be worried if you don't know a particular answer. Simply say “I'm not sure of the answer, but I'll find out and get in touch with you.” Then, after the session, make certain that you are true to your word, and make the effort to answer the question, and get back to the person who asked it.

PROGRAM PRESENTATION

Icebreaker 1 – Diversity Word Association

Purpose: To prepare the group for viewing the DVD with an open mind.

Time: Approximately 10 minutes

Instructions: Provide each participant with paper and pencil. Announce that you are going to play a brief word association game, as follows:

Facilitator:

“When I say ‘color,’ what word do you think of? How many of you wrote red? Blue? What other words did you think of when I said color?” Red and blue are the most common responses.

“When I say ‘clown,’ what words do you think of? Write down the first three that come to mind.” Give them a few moments to write their thoughts. “What words did you think of when I said clown?” You may expect to hear the responses of “smile,” “circus” and “funny.”

“When I say ‘diversity,’ what words do you think of?” Provide them with a few minutes to write their words down. Using a flip chart or blank overhead, make a list of all the words they associated with “diversity.” Typical responses include “different,” “change” and “culture.” Comment on how many different things people thought of at the mention of the word “diversity.”

Icebreaker 2 – Am I So Different?

Purpose: To raise awareness of how appearance impacts perceptions.

Time: 5 minutes.

Instructions: Have a prop available that makes you look unexpectedly different when worn (such as a clown nose, mask, wig). Turn from the participants, and put the costuming on. Turn back around, and allow a reaction.

Icebreaker Discussion

- Am I so different?
- How did your perception of me change when I turned around?
- Why did my change in appearance alter your perception of me?

After either of these opening exercises, introduce the program and either play it in its entirety or follow the Scene Discussion Guide. The program is approximately 15 minutes long. Continue your training program with the appropriate discussion questions, exercises and handouts (Training Points/PowerPoint®) provided. This guide offers training content segments on:

- Race
- Ethnicity
- Language
- Religion
- Abilities and disabilities.