

DIVERSITY, INCLUSION & ACCESS

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Inclusion Icebreakers: Underrepresented Groups

Cross-Cultural Competence

How to use this Inclusion Solution card in a group setting:

- Review the questions on the front of the card to help anchor the topic
- Extend a few minutes of personal reflection
- Ask individuals to relate the topic to the current work environment and/or campus climate and what a future state might look like
- Create a dialogue on how the topic might create innovative thoughts, new direction for programs/classroom instruction/services, or ways to address challenges in the work environment and the campus climate

DIVERSITY IN ENGINEERING

DO YOU KNOW HOW YOUR COMPANY'S BRAND IS VIEWED OR UNDERSTOOD IN THE MARKETPLACE?

THINK ABOUT A COMPANY WHOSE BRAND YOU ADMIRE. HOW DOES THAT BRAND MAKE YOU FEEL AND WHY?

NAME THREE ICONIC BRANDS AND FIND OUT THEIR MEANING AND VALUED BENEFIT IN SOCIETY.



DIVERSITY & INCLUSION

EVIDENCE

Cross-Cultural Competence

Research on workplace diversity tells us that many great new ideas are often born out of conflicting perspectives or approaches.

The global marketplace has made leading with cross-cultural competence key to remaining competitive. New opportunities and the changing nature of work have forced organizations to rethink the way they develop and market their products and services. Shifting demographics are forcing organizations to reexamine their understanding of diversity and inclusion, leadership, and what it means to be a high-potential employee. These changes have also impacted the way organizations now operate, requiring new systems and processes to support multicultural teams and their locations around the world. Oftentimes, the implementation of these very important insights are easier said than done. Here are a few cross-cultural missteps from global heavyweights that highlight the importance of getting the cultural aspect of the business right.

Coca-Cola: bite the wax tadpole?

When Coca-Cola first sold in China, its iconic beverage was transliterated by Chinese shopkeepers using four characters that sounded like "ko-ka-ko-la" without regard to meaning, resulting in local product names such as "bite the wax tadpole" or "female horse fastened with wax." With the help of research, Coca-Cola sorted through the 40,000 characters and identified 200 characters that pronounced the sounds the company needed. As a result, Coca-Cola is now transliterated to the phonetic equivalent "ke-kou-ke-le", translating literally into "happiness in the mouth" or "tasty fun."

McDonalds vs. vegetarians

In the early 2000s, McDonald's prominently advertised their fries as cooked in 100% vegetable oil. It was later revealed that the fries were seasoned with beef flavoring in the factory before they were sent to the restaurants to be fried. The resulting class-action lawsuit against McDonald's on behalf of Hindus and vegetarians cost McDonald's a public apology and \$10 million in donations to supporting causes.

CULTURAL BRANDING

Here are some examples of big brands who chose Chinese names that have resonated with the public. Some are phonetically similar to their English names, while others are completely changed:

	Taizi	"gets rid of dirt"
	Rui bu	"quick stops"
	Nai ke	"enduring and persevering"
	Xi li	"happiness power"
	Hua qi yinhang	"star-spangled banner bank"
	Gao lu jie	"revealing superior cleanliness"

SOURCE: New York Times, "For Hindus and Vegetarians, Surprise in McDonald's Fries," http://www.nytimes.com/2001/05/20/us/for-hindus-and-vegetarians-surprise-in-mcdonald-s-fries.html?_r=0. Business Insider: "Not Every Brand Name Translates as Well into Chinese As Coca-Cola," <http://www.businessinsider.com/picking-brand-names-china-2011-11>.

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Reference:

"Inclusion Solutions: Discussing a Diverse Culture is in the Cards," *Lessons Learned Consulting, Inc.*, 2016.