
Suggestions for Using the “Diversity Opinionnaire”

Objectives:

- Assess attitudes about openness toward diversity
- Identify potential sources of resistance to diversity
- Uncover personal prejudices and feelings about diversity

Intended Audience:

- Staff at all levels in a diverse organization
- Managers dealing with a diverse staff
- Trainees in a diversity awareness or managing diversity seminar
- Individuals wanting to increase their own awareness and sensitivity regarding dealing with differences
- Members of a diversity task force or planning group needing to “get their own house in order” before working with the organization about this issue

Processing the Activity:

- Individuals respond by assigning a number, from 1 to 5, to each of the statements.
- If used as an organization assessment, questionnaires are collected, scores are tabulated and analyzed, and then data are reported to the appropriate planning group.
- If used by individuals or groups for their own information and growth, individuals score their own and then discuss results and their significance.
- Individuals can target areas for personal growth, while teams or groups can pinpoint areas for group development.

Questions for Discussion:

- What is the workplace impact of these attitudes?
- How can these opinions affect relationships with diverse groups?
- How do they affect manager/subordinate relationships?
- Which attitudes represent obstacles to making diversity an asset to the organization or team?
- What needs to be done to deal with these perceptions? How?

Caveats, Considerations, and Variations:

- Discussion is apt to be heated, and there may be a tendency for individuals to want to defend their opinion, attack another’s, and/or argue for their own point of view. It is important to remind people that attitudes and perceptions are neither right nor wrong; however, they are realities for those holding them. Keep the discussion centered on the effect of the attitudes and the consequences of the behaviors they provoke. Focus on the impact on the organization, team, and individual.
- As a variation in process, signs with the numbers 1-5 can be posted around the room. As questions are read, people can go to the number of their response. The facilitator can stop and lead a discussion when there are interesting patterns in responses.